

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CL, No. 7 NEW YORK, FEBRUARY 13, 1930 BOSTON 10c A. COPY

THE VITAL ELEMENT



The A. M. Byers Company of Pittsburgh has manufactured genuine wrought-iron since 1864. But wrought-iron was manufactured many hundreds of years before the name "Byers" became the symbol of perfection in this metal. Examples of centuries-old wrought-iron are in existence all over the world today. ■ Using the rich significance of these historical examples as a background, Advertising Headquarters is presenting the sales story of Byers Genuine Wrought-Iron Pipe. ■ Fused with this is the story of the Vital Element—silicate of iron—the rust-resisting, time-defying element in wrought-iron, 250,000 corrosion-barriers to the square inch of metal—copy that is carrying conviction of Byers quality to builders, engineers, architects and owners.

N. W. AYER & SON, Inc.

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A NATIONAL GUIDE FOR INVESTIGATING AND BUYING ALL LINES
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TO ALL
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About twice the contents of any other.

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"Out of Thomas' " OFTEN "Out of mind" AT THE buying moment.

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VOL. CL

NEW YORK, FEBRUARY 13, 1930

No. 7

How the Small Company Can Meet Big-Time Competition

We "Tune In" on a Local Chamber of Commerce Impromptu Meeting and Get an Interesting Slant on This Much Discussed Problem

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

THERE they sat—three of them: Frank Davis, manufacturer; Alex Johnston, merchant, and Charles Goodhue, banker. They were waiting for other directors of the Chamber of Commerce to arrive—the meeting had been called to discuss plans for promoting the interests of Smithville during 1930. While they waited they talked. Suppose we "tune in" on them for a few minutes. Frank Davis, manufacturer, is speaking: "Really, men, I fail to see how we can do much for the 'old town'—losing members the way we are, leaving only the faithful old-timers to carry the load. In the good old days—before the invasion of the 'foreign corporations'—we could go out and finance most anything new—factory, hospital, park or what not. But today we have troubles enough keeping our own Johnboats afloat—we need every dollar in the till.

"This has been the toughest year (1929) I've been through since 1907—another one like it and I may have to hire out to the enemy. I've cut costs and prices to the bone but still haven't met our big-

time rivals on their own ground. And how they can afford to spend more money in advertising to the consumer than you ever had in your bank, Charlie, is what gets me—I can't spend a dime.

"And many of my old dealer customers—some I've served for ten, fifteen, twenty years—have cashed-in their chips. The chain stores won't give me a look in—they say my prices are too high and my product a bit passé. Gosh! I've sat up nights working on new designs and figuring how to meet changing conditions. I've driven my salesmen until they think I'm Old Man Grump in person. And they've become a bunch of Alibi-Ikes. I've

WHAT is the small manufacturer to do when a large manufacturer invades his little local territory? Ditto, the small independent retailer?

That isn't a new problem. Yet, we have a well-founded notion that it is still being discussed with as much vehemence as ever out in the smaller cities and towns. In fact, it probably is more of a problem today than ever before.

Here's one solution.

worried myself sick over the predicament I'm in. I'll tell you, the outlook is anything but bright for the small manufacturer—especially if he is producing a staple line.

"My dad made carpenters' tools before I was born—one of the best lines that ever passed over a dealer's counter. He taught me the business—it's all I've ever known. I've tried to carry on and up to recent years made money—nice money—otherwise, fellows, this old

town wouldn't be quite as large as it is today. Now it makes me mad to have the props knocked from under by so-called Big Business."

Frank reached what he thought was a dramatic climax—lips tight, eyes snapping and fist pounding the directors' table. Heads nodded, in sympathy. Other members of the board had come in—there was now a quorum but the meeting was not called to order. The past year's favorite topic was again up for airing.

The Independent Merchants

Alex Johnston speaks—in no uncertain terms—for the independent merchants: "How many chain stores have come here during the last year? Just six, that's all. They are selling everything from 5-and-10 trinkets to shoes, clothing, tires, radios and furniture—cutting in on nearly every line. No sooner did we get ourselves loaded down with taxes to rebuild our streets, install modern lighting and construct hard-surface roads in all directions, to make the old town a real trading center, than we had swoop down upon us the rankest sort of competition.

"I'll tell you, fellows, we've been a bunch of darn fools, to work all these years building a good town, setting the stage for these interlopers to come galloping in and cash in at our expense. They have us licked on the go—with their great buying capacity, manufacturers giving 'em all manner of price concessions, their cheap help, new stocks, bright new stores, system, organized merchandising methods, powerful advertising and the like. But I wouldn't mind it so much if they'd just match their time and dollars against ours in pushing the town forward. They won't do that—they expect to reap a profitable business without giving anything back. You don't see 'em picking any dead towns—only the live ones, that have been made so by the long-established citizens in them.

"During the last year I've applied every known means of meeting chain-store competition in my

line. I've bought to the best possible advantage—hammered my sources of supply for lower prices. My margin of profit has been cut to the bone; every time they've offered something at a ridiculous price, I've shot back at 'em; I've run every sort of sale; offered special after special; advertised more than ever; have been right back of my help with a sharp stick; tried to give better service and closer personal attention, and yet I've lost money. Now I've got to try a new tack or 'cut bait.' I don't like to admit I'm licked."

All heads nodded again—they knew Alex had said his piece and *how!* Before another "independent" could unwind, Charles Goodhue, banker, opened up:

"Gentlemen, I've been listening to stories like these for quite some time now. I know them so well I can start at either end or in the middle and recite them in my sleep. I am all fed up. At first I looked upon them as the 'new-age' substitute for the time-worn 'poor business conditions' argument that I've heard hundreds—yes, thousands—of times over that old desk of mine from customers asking for new loans or extensions of old ones. But this new 'stand off' is a nag of a different shade. I am afraid it's preying on the minds of some of my old friends to the extent it may do 'em deadly harm. They've contracted a 'chain-store complex'."

The speaker was interrupted. Mack Reno, the hotel proprietor, said: "Just a minute, Charlie, you haven't yet bumped into chain banking competition. What are you going to do when there is a branch of some big city bank on the corner opposite you? Maybe then you'll join the crowd of complexers.

"I am dreading the day when a chain hotel—with its brilliantly lighted, sumptuous lobby and other wise 'last word' appointments—is opened here. You all know how I've struggled for fifteen years to put my place on a paying basis—that I've fought to get our town on a couple of main tourists' route and advertised it as a good stop-

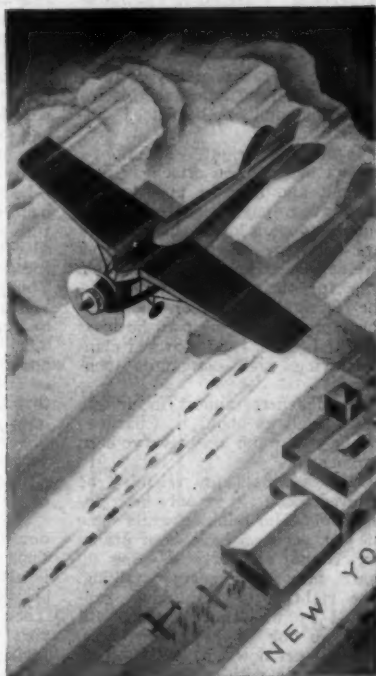
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The Feel of the Air



Flying, they tell us, rapidly becomes instinctive to the human being with a flair for it. Experience develops into a sixth sense—a "feel of the air."

Advertising, like flying, is a business of the unexpected. Taking off from the airports of our twelve branches here and abroad, we swing a good many big ships along the airways of industry, with full knowledge of the priceless freight that flies with us.

When air pockets in consumer demand cause us to lose altitude; when beam winds of competition tip the ailerons of our argosy . . . well, we have been piloting for eighteen years, and experience has brought flying instinct to the stick!

THE H · K · McCANN COMPANY · Advertising

NEW YORK CLEVELAND CHICAGO SAN FRANCISCO DENVER SEATTLE
LOS ANGELES TORONTO MONTREAL LONDON PARIS FRANKFORT a. M.

over point. I feel that I am fixing a nest for some setting hen that has never laid an egg in our barnyard."

The banker was ready with a reply as well as quite a bit of information and well-intended advice:

"You are right, Mack. I haven't as yet been attacked from without and may be any day. I may have to pay 'through the nose' but I've done a lot of thinking and first-hand investigating. I believe I've constructed a fairly dependable trap for the prowling monster—the 'foreign' corporation—both for the protection of my own business and, if heeded, locally owned manufacturing and mercantile concerns."

His listeners, almost in unison, said: "Tell us about it, Charlie—maybe you're the Moses we've been looking for."

"Not a Moses, my friends," he assured them. "I've only been doing some calm thinking while some of you, perhaps, have been prancing 'round, all nervous, using up your time and energy talking. The right sort of thinking, supported by well-aimed action, will pull you out of most any hole. But I'll get down to cases. Suppose I begin with my own bank."

"We've been doing business on the present site for half a century; the building was enlarged and remodeled some twenty years ago; I've been sitting in the same chair at the same roll-top desk since that time—*how time does fly*. We've made some improvements in methods and equipment but figured everybody for miles 'round knew us so well we could go on pretty much in the same old way. We've built up assets of over five millions—not so bad for a town of 20,000—and we've made real money."

"But times have changed and we've decided we must catch up. Even in Smithville, people appreciate and expect to have new and better things. They're being educated to the new order. If you don't have your people with you, you're sunk. We propose not to let ours get away. Tomorrow's

Journal will carry the story of a soon to be erected half million dollar bank building on our corner. It'll be a 'humdinger.' But when it's finished, instead of there being that morgue-like atmosphere, it will express 'welcome,' 'courtesy' and 'service.'"

"Our 'home raised' staff is already holding school twice a week—learning how better to run a bank and serve the people. In the future, instead of running so many advertisements admonishing our folks to 'Save While You Are Young And You Will Not Slave When You Get Old,' we are going to run a series of heart-to-heart talks about what our bank—the home town institution—has done and is still doing for the community through the individual customer; how it has supported local enterprise, made possible community advancement and how the individual citizen's welfare—his job, business or property—has been protected."

"I believe we can get over to our people a story which will link their interests so closely with the local bank that they will pass right by the branch bank if it comes. They will not be inclined to support the 'foreign' bank, for fear their money will not remain here to work for the community. They will react favorably to the right sort of appeals. They can be shown that their prosperity is wrapped up in the prosperity of the town—that jobs and profits can be had only when local enterprise is in a healthy condition. But they *must be shown*—they won't stop to reason it out for themselves. The place to begin is right in our own individual businesses, by setting them in order both in a tangible way and with proper regard for the human element."

A Hearty Welcome

"When the new bank is finished and our organization and new program functioning smoothly, I shall not, for one moment, fear the coming of a branch bank. If it comes I expect to be the first to pay the 'hired' manager a visit, to extend a hearty welcome, and then I'll invite him over to see our place. In

LEADERSHIP

In Editorial Matter

Devoted to Furnishing the Home

An impartial examination of the twelve 1929 issues of House Beautiful and the two other leading class magazines in its field confirms the outstanding leadership of House Beautiful in editorial matter relating to furnishing the home.

For instance, here is the amount of space devoted by each to three very essential elements—furniture, lamps and rugs:

HOUSE
BEAUTIFUL
97.7 pages



MAGAZINE
No. 2
57.3 pages



MAGAZINE
No. 3
45.4 pages



Graphic proof that House Beautiful always sticks to its last—building, furnishing and planting. These figures which supplement the definite leadership of House Beautiful in editorial matter relating to actual building, challenge the serious attention of advertisers and their agents. They put an indelible stamp—reader interest—upon House Beautiful—the best market place for the maker and seller of furniture and furnishings, and a multitude of things that are purchased when homes are built, remodeled, or re-decorated.

House Beautiful readers buy this magazine because it contains editorial matter for which they feel a definite need. Results from a thousand keyed advertisements prove beyond question that they do read and respond to its advertising pages to an astonishing degree.

*Circulation 100,000 (A.B.C.) and More
Rebate-Backed . . . Guaranteed*

HOUSE BEAUTIFUL

A Member of the National Shelter Group

EIGHT ARLINGTON STREET

BOSTON, MASS.

a spirit of good intent and pride, rather than as a challenge, I'll point out that if he hopes to make a success he must, first of all, convince our people that his institution is here to contribute its full share toward the increased wealth and progress of the community and not to take away that which belongs here; and, secondly, he will have to, at least, equal us in service, personnel, courtesy, activity, appealing layout and prestige. I propose to have the jump on him before he starts—and to hold the lead.

"The trouble with the average small city business man is that he waits until 'foreign' competition comes, then he waits to see what's going to happen. Soon he sees his business drifting away and he gets all excited. He either attempts to fight fire with a box of matches or seeks out his fellow victims, or close friends—this meeting here is an example—and proclaims loudly that 'something should be done about it.' He spends his time watching the newcomer, instead of focusing his attention upon his own business and doing the necessary things to keep it out front.

"If I owned a manufacturing plant, like Frank's for instance, I doubt if I'd sit up nights trying to design products similar to those of competition and to be sold at profitless prices. That to me appears suicidal. I would reverse the order. First, I'd bring in the best production engineer I could find—and pay for—and have him study my plant and bring it up to date. Next, I'd determine to make a product or line for which my rehabilitated plant was best fitted. Next, that product or line would be as distinctive in design and quality as a really competent designer could conceive. Then I'd market it as my own—not as an imitation of, or cheap substitute for, any other. I'd avoid getting into a rut but would carve out a well-defined niche for that business—specializing in one or a few articles—and I'd hew to the mark. To avoid obsolescence of plant and product my engineering department would never mark time.

"This thing of a small manufacturer continuing to make a product that's passé or trying to reproduce and sell for less something as made by larger concerns is mighty poor business. His only hope is to excel in some particular sector of an on-the-up-grade market. If he will give his salesmen the right product, backed by good service, he can very well insist that they sell at a fair profit.

"There are still some highly successful small manufacturers in these parts, some of whom have begun business within recent years. I shall mention only one and sketch briefly its methods, to show that it is following very closely the line of action which I've just recommended.

"I have in mind Walter Wilson, who returned from Harvard when his father died back in 1917. The only start in life the boy had was his education and the run down old boiler shop his father left him. He came in to see me. He talked of reopening the old shop but said, 'You know, Mr. Goodhue, there's little demand for the kind of boilers dad made and the equipment is away out of date to attempt to compete with modern plants.' I agreed but pointed out that much new capital would be needed to rebuild and market something new. The bank couldn't supply this new capital. We were then carrying quite a bit of 'paper' on the place. But I promised to help him—buy some stock myself and try to interest others.

Tried Another Town

"Well, the young fellow tried to float his stock but I suppose most people here thought him too young and his ideas too big—he gave it up after a few weeks of disappointing turn-downs. But he wouldn't be licked. He went down the river to Pleasant Fort—a town of 5,000—and soon had 'em all enthused over getting a manufacturing plant. They capitalized for \$50,000. Walter bought a second-hand semi-portable building, with steel frame, glass top and sides and
(Continued on page 197)

Thorough Trading Area Coverage Through One Newspaper

All-Time Record in National Lineage!

DURING 1929, The Milwaukee Journal published 5,358,989 lines of paid national advertising—a gain of 241,535 lines over 1928—another *all-time* record for Milwaukee papers.

The Journal national volume *exceeded* that of the other two Milwaukee papers combined by 1,110,028 lines!

Each year brings increasing recognition of this rich market's vast possibilities and the *economy* with which it can be sold through The Journal *alone*!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

THE "NUMBER 1" PAPER IN A "NUMBER 1" MARKET

Read by More Than Four Out of Five Milwaukee Families!

Test Campaigns Prove Value of Talking Entire Line

As a Result Campbell Soup Starts Its Largest Newspaper Campaign and Features Variety Instead of Any One Specialty

NO advertiser, regardless of how large his appropriation may be or how long he has advertised, can afford to think that he has exhausted the possibilities of extending his distribution. It should be a matter for encouragement to small advertisers and to advertising beginners, to know that the leaders in advertising do not profess to have learned any hidden formula; that, like the smaller advertiser, they are constantly experimenting to uncover ideas that will make their advertising more profitable.

The larger advertiser has, perhaps, this advantage: He has learned the value of being patient and painstaking in his experiments. Ample time is allowed to study the effectiveness of new ideas before he puts the force of his strong reserves behind them. To a smaller advertiser observing the new campaign of the Campbell Soup Company, it may appear that this involves only a change of copy, something of incidental importance. The fact is that this change in selling appeal is the result of cautious experiment conducted over a period of several years.

It involves the nationwide use of a merchandising idea which Campbell has been gradually extending in recent years. Previously the policy had been to feature leaders, with tomato and vegetable soups far in the van. These two soups, from 1917 to 1927, shared equal honors in ninety out of 100 advertisements, the remaining ten advertisements being devoted to a few of the other

kinds next popular after the leaders. In 1927 it was decided to reduce the amount of space given to the leaders and to give more space to the other kinds. The proportion then became seventy-five for the leaders and twenty-five for, say, ten other kinds.



How many of these soups do you serve?

Asparagus	Chow Chow	Pea
Beef	Consommé	Potage St. Pierre
Broth	Crab	Tomato
Chicken	Macaroni	Vegetable
Clam	Minestrone	Wheat
Consommé	Oyster	Wheat

In reading this list, no doubt you noticed several of the soups about which you said: "There, there's a soup I haven't tasted for a long time. I guess I'll get it today."

Really? Then you've made a delightful mistake in Campbell's Soup. For this is the list of soups that are served in the homes of the nation. For this is the list of soups that are served in the homes of the nation. For this is the list of soups that are served in the homes of the nation.

21 delicious Soups

by Campbell's famous chefs

Remember, too, that it is a splendid health rule to serve soup every day. For soup has a wholesome, rich effect on digestion and makes all your food more healthful.

You just add an equal quantity of cold water to Campbell's Soups, bring to a boil and allow to simmer. Seasonings, salt and a dash of the different Campbell's Soups today. Order from your grocer.

Of course, you will include the ever-popular Campbell's Tomato Soup. This soup's goodness is so well known that Campbell's chefs called this opportunity to make their famous Tomato Soup even more delicious than ever.

The new innovation
why is it get
it now at a time?

Campbell's SOUPS

A Full List of the Various Kinds of Campbell's Soups Appears in Each Newspaper Advertisement


This policy of giving dominant space to a few brands was predicated on the fact that experience demonstrated that housewives have tended to restrict their purchases of Campbell's soups to three or four kinds. Observation showed, however, that when active means have been used to point out the attractiveness and variety of the whole

of
 Thank you, Hoosier!

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January 28, 1930.

To Our Iowa Dealers:



The Des Moines Register and Tribune has been telling the world - through Printers' Ink - that business is good in Iowa.

We do not know anybody on this paper, but they are certainly boosting the "tall corn" state. We, here at Hoosier headquarters, hasten to second their statement because we know Iowa Hoosier dealers are buying and selling more Hoosier products than they have for several years.

In 1929 Hoosier Cabinets, Units, and Breakfast Room Furniture sales showed an eight percent increase over the preceding year in Iowa. The first Period of this year, Hoosier Iowa dealers have had shipped to them four times as many Hoosier products as the same Period last year.

Our Iowa representative, Mr. M. C. Gronendyke, tells us that prospects for Hoosier business in Iowa look wonderful and that he expects at least a 50% increase in 1930 over 1929.

Yours very truly,
 THE HOOSIER MANUFACTURING CO.

E. A. Jackson

Sales Manager

99

[The shortest cut to Iowa's bulging pocket book
 is The Des Moines Register and Tribune.
 Over 240,000 daily circulation.]

line, it has been possible not only to increase the use of soups and broaden the sale of items in the line, but also to raise the average purchase from the usual three-can order to orders for six cans at a time.

This increased and broadened demand, it was found, had another important merchandising effect. It encouraged grocers to carry and feature a complete variety of the soups available. The major result has been to increase the use of soup in the family diet.

While the merchandising significance of these factors was appreciated, the company made no immediate radical change in its advertising. Instead it continued its experimentation with test campaigns in certain territories over a period of several years to satisfy itself that it had an idea which might wisely be made the major theme of its advertising activities.

The "Your Choice" Method

Convinced that conditions made it advisable to change its advertising appeal, the change was first introduced in magazine advertising. In its discussions of the change to the trade, this new policy is referred to as the "Your Choice" method, a "new merchandising, advertising and selling principle which involves the offering of the twenty-one kinds of Campbell's soups on the basis of consumer choice instead of the antiquated method of offering one soup only."

In its car-card advertising, the company continues to support the sale of individual soups and of pork and beans. The major advertising effort will be directed toward advertising the whole line and in addition to magazine and car-card mediums, the company now announces that it will conduct the largest newspaper advertising campaign in its history. Each advertisement will feature the major merchandising suggestion, "It's so convenient for you to get six cans at a time" and will display a full list of the various kinds of soups in the twenty-one varieties.

All this advertising will be part of the program to step up the unit of sale. "The day when the one-

can unit and the three-can unit were the most effective offers in the retail advertising of Campbell's soups," the trade is informed, "has passed, just as other merchandising methods, good in their day, have passed and we must move forward to the new six-can idea."

The effort is not merely to sell six cans at a time nor merely to attain a larger though less frequent unit of purchase. There is an objective and that purpose is to raise permanently the level of consumption of soup by making occasional users regular users. This increase of business, it is pointed out, is exclusive of any increase that may be derived from the addition of new users.

In order that the trade may be prepared to take advantage of the full effects of this advertising, the campaign is preceded by a comprehensive merchandising campaign. The newspaper schedule is now under way in twenty-two cities and plans are rapidly being completed for its extension to other cities of 100,000 or more population. In duration the newspaper schedule is to run for seventeen weeks, 750 line advertisements being used.

A separate advertising activity continues to be conducted for Philadelphia Pepper Pot soup in certain localities, utilizing the same advertisements in Colonial style which were originally used two years ago to introduce this variety.

Stuart Peabody Advanced by Borden

Stuart Peabody, for the last six years advertising manager of the Borden Sales Company, has been made general advertising manager of The Borden Company, Inc., and its subsidiaries. T. L. Burch, formerly assistant advertising manager of the condensed milk division, succeeds Mr. Peabody as advertising manager of the Borden Sales Company.

Murray Coach Account to Ayer

N. W. Ayer & Son, Inc., has been appointed to direct the advertising account of The Murray Corporation of America, Detroit, Murray automobile coach work.



New Yo



Precious Berries!

ECONOMIC law smiles benignly on the Florida strawberry grower whose 1,500 acres are giving big revenues to turn into purchasing power. Note the demand, reflected in dollars.

First 2,192 quarts of the season yielded	\$ 2,192
A single day's sales in January....	20,000
One January week brought to growers	81,900
Total Strawberry income for first 6 weeks of season.....	501,000

New Florida money! Industrially, commercially, agriculturally—a state that is steaming ahead! And your all-state (7-mornings) newspaper contact is—

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco



**WHEN
THE
READER
TURNS
ADVERTISE**

THE CHICAGO
CHICAGO'S HOEWS

**ADVERTISING
REPRESENTATIVES:**

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Scolars
3-241 General Motors

MEMBER OF THE 10

SAN
C. G.
Crocker
GROUP

When the reader turns advertiser he chooses the newspaper which he as a reader is accustomed to consult for its advertising.

In Chicago that newspaper is The Daily News. During 1929 The Daily News carried 775,928 classified advertisements, by 70,769 a greater number of classified advertisements than any other Chicago daily newspaper.

DAILY NEWS

HOEWSPAPER

SAN FRANCISCO
C. Geo. Krogness
Crocker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

GROUP OF AMERICAN CITIES

It takes **BUYING POWER** to buy 50,773 more Automobiles in a Year!



Automobiles demand more purchasing power than any other product ▲▲▲ Motor registrations are a good barometer of the wealth of a market ▲▲▲ 516,322 automobiles were registered in Oklahoma in 1929 against 465,549 in 1928 ▲▲▲ This 11% increase in automobile registrations indicates the sales opportunities in Oklahoma ▲▲▲ The Oklahoma Farmer - Stockman is the most influential medium in its territory in any sales effort directed toward the rural population, which represents 73.4% of the entire population of the state ▲▲▲ Use it in 1930.

191,661
A.B.C.
CIRCULATION

**THE OKLAHOMA
FARMER-STOCKMAN**

OKLAHOMA CITY
PUBLISHING CO.
THE OKLAHOMA PUBLISHED BY WKY
The Daily Oklahoman Oklahoma City Times
National Representative E. Katz, Special Advertising Agency

How Three Large Advertisers Pay Salesmen for Chain-Store Sales

The Present-Day Plans of Three Prominent Merchandisers, All in Different Fields

RECENTLY, PRINTERS' INK received a letter from an advertising agency requesting information for a client on how to compensate salesmen for chain-store business. Among other things, this agency's client mentioned that it found it to be "quite a problem to determine just how to give salesmen credit for merchandise which goes into chain stores in their territory where the buying is done in the key cities."

This letter of inquiry, together with PRINTERS' INK's summary of information on the subject that was then in its possession, appeared in the January 23 issue on page 117. The article was sent to a few manufacturers with a request that they tell how PRINTERS' INK's conclusions jibed with their own policies. Answers have been received from three manufacturers. All three are in different fields and each ranks just about at the top of its industry. They are all prominent advertisers.

The general sales manager of the first company writes as follows:

"We have been giving this troublesome problem considerable thought and have not yet arrived at a definite solution. In some cases, i.e., where chain stores have all their stores in one territory, and the salesmen covering that territory contact the warehouse or headquarters buying office of the chain, we give salesmen full credit for all business we receive from the chain.

"However, we do not credit salesmen with the purchases of a chain-store organization which is inter-territorial. By that I mean, a chain-store organization which has units scattered throughout a number of sales territories and may have two or three warehouses which ship into two or more of our sales territories. In such cases, we have a division sales

manager who calls on these warehouses and the purchases of such large inter-territorial chain-store organizations are treated as office business.

"Similarly, we treat the business we receive from such chain-store organizations as Woolworth, McCrory, Kresge, Penney, etc., as office business, but in this case we have the sales manager of our toilet products division handle these accounts and eliminate salesmen entirely from the picture.

"We are applying the same principle to the business we secure from wholesalers in view of the fact that a number of wholesalers are now merging themselves into a chain of wholesalers and the purchasing of our products is done at one or two central points, or, if not yet, at least we anticipate that it will be done in this manner.

Representatives Are Pharmacists

"We are firmly convinced that chain-store buyers are inclined to be entirely too intolerant with salesmen and to give too little credit to salesmen for knowing their business. We employ a high type of representative. Our men are all registered pharmacists. The majority of them are college graduates. They have been given a course of training lasting anywhere from one month to two months in our laboratories and offices and when they take up their activities in the field, they are equipped to discuss our line with the most intelligent buyer.

"Furthermore, our terms are such that any sales manager has nothing better to offer a chain-store buyer than our regular representative who calls on him."

The second company may be identified to the extent of mentioning that it is in the food field, is the proud possessor of a name that heads the honor roll of that

industry, and makes a variety of products. The vice-president of this company writes:

"I agree with your conclusion that the salesman traveling a territory should not have credit for goods sold to a central chain buying office. This is our practice. Chain organizations, as a rule, object to a territorial salesman calling on their individual units. Our practice is to give a territorial salesman a sufficient number of independent stores to keep him busy, and the chain organizations are not included as part of this territory.

"Our sales to the chain stores are made, usually, by our managers, or assistant managers. Frequently, in the case of large chains, our general sales manager will handle particular cases, and it would be practically impossible to apportion these large sales to the individual territorial salesmen. There are some exceptions made to this rule, where chains have stores located in the smaller cities and towns, and where they have made an exception and permit the local manager to do his own buying on a specified line of merchandise. In large centers, such as the metropolitan areas in New York, Chicago and some few others, we have special chain-store salesmen, whose principal duty is the inspection of stock in the various shops and then keeping the managers of the stores posted on our products."

The third manufacturer, of whom it may be said that its principal activities center in the stationery business, has this to say, through its assistant sales manager:

"With very few exceptions, our class of merchandise is sold on an exchange privilege. Therefore, we always try to make satisfactory arrangements with such chains as we sell to invoice their headquarters and ship direct to the individual store. In all of these instances, credit is given to the salesman into whose territory the merchandise is shipped.

"The headquarters of the chain stores are usually contacted by our general sales manager, our

assistant sales manager or one of our various district sales managers. In cases where our general sales manager or assistant sales manager contacts headquarters, full compensation is given to the district and its various salesmen. This also applies when district sales managers contact. He receives full credit for sales into his district and no credit at all for goods shipped into other sales territories.

"Early this year we set about to organize more definite effort in soliciting the chain stores. We include among our customers drug chains, jewelry chains, department store chains and general merchandise chains. Of course, in the stationery business there are one or two outstanding chains which we sell, but to date these are very small.

"In all of these contacts, it is our effort to have the salesman into whose territory the merchandise is shipped receive the credit. We believe this to be the best way because we can always ask this salesman to do as much sales promotion among his accounts of this nature as he can find time to do, as he gets the credit for all of it."

M. F. Corin, General Sales Manager, Permutit

M. F. Corin, for fourteen years Philadelphia district sales manager of The Permutit Company, New York, water treating equipment, has been appointed general sales manager, with headquarters at New York. He will assume his new duties some time in February.

D. T. Webb, Vice-President, Montgomery Ward

David T. Webb, for the last year general merchandise manager of Montgomery Ward & Company, Chicago, in addition has been elected a vice-president of the company. He was formerly merchandise manager of the Pacific Coast territory.

H. M. Thompson, Vice-President, Porter-Eastman

H. M. Thompson, for the last four years in charge of the St. Paul office of the Porter-Eastman Company, Chicago, advertising agency, has been appointed vice-president and Northwest manager.

Evaluating Newspaper Markets

A Space Buyer's Score Card for Determining the Relative Merits of Different Markets

By A. J. Slomanson

Vice-President, Littlehale, Burnham, Rossiter, Inc. (Advertising Agency)

AN analysis of current newspaper promotion literature reveals that more stress is placed on the selling of the markets which the newspapers cover, and less on the physical appearance and editorial contents of the papers. Knowledge of markets is of paramount importance to space buyers, yet there are so many of these markets throughout the land that space buyers when receiving literally hundreds of copious booklets containing facts about the respective newspaper markets are often in a quandary about deciding which are the best potential markets for an advertiser who must use a limited list of newspapers. Most of these booklets which space buyers receive are impressive, yet after reading, say, a dozen of them they have no opportunity of determining which are actually the outstanding markets, or rather the best ones to choose since all they gather are general impressions, and unless their memories are exceptionally good these impressions do not enable them to make right decisions. They have no basis upon which they can compare the relative values of the different markets.

The fact that one city has a 15 per cent greater population than another does not imply that the former's market is a better one for the space buyers to select. There are many other important factors that must be considered in making an intelligent decision. The income tax returns per 100 families may be far greater in number and higher in the smaller populated city than in the larger one; the literate native whites may be far greater in number; there may be fewer retail outlets, each doing a large volume of business in lieu of many retail outlets doing a small volume, and many other circumstances conditions more favorable to the smaller populated city.

However, the space buyers cannot determine accurately the relative merits of these different markets merely by glancing through the mass of figures and illustrations shown in the various booklets issued by the different newspapers. They need to weigh the definite conditions in one market against the same conditions in other cities to know the true value of each. They need to keep a score card of the comparative values, let us say weights, of each market.

There has not been any score card compiled to date which will enable space buyers to evaluate the markets covered by different newspapers. In realizing a real need for such a card, the writer has attempted to construct one that will help space buyers to determine markets more accurately. It undoubtedly is another step to more scientific space buying. Although other factors may be necessary to make the card more complete before it could be considered perfect, and perhaps the different weights revised, it does serve as an important yardstick in helping to measure the values of different markets.

Here it is:

NEWSPAPER MARKET SCORE CARD	
Population	25
Native whites	17
Foreign	6
Negroes	2
Income Tax Returns	10
Returns per 100 families...	7
Return per capita	3
Location of city	10
Railway facilities	7
Shipping facilities	3
Retail outlets for advertised products	10
Stores selling over \$5,000 annually	8
Stores selling less than \$5,000 annually	2
Wholesale outlets for advertised products	5
Wholesalers selling over \$25,000 annually	4
Wholesalers selling less than \$25,000 annually	1

Industries	5
Skilled labor employed	4
Unskilled labor employed ..	1
Banks	5
Amount of resources	2
Savings bank deposits per capita	3
Residential features	15
Total homes	7
Electric light connections....	4
Telephones	3
Water connections	1
Schools	5
Special information	10
Extent of trading area	3
Business conditions	7
	100 100

In explaining the foregoing card, the figures on the extreme right represent the weights of each major factor regardless of their variations in each city. For example, one city may have 115,000 population, and another only 100,000 inhabitants, yet the same weight "25" is given to both. However, the actual score is kept of the kind of population in each city by the points. One point is given for each 5 per cent of native whites, and the same measure for the foreign, and negro population. Accordingly, if one city has 85 per cent native white population it is given 17 points. If another city has only 65 per cent native white population, then it is given only 13 points. Naturally, the former city would represent a better potential market for the advertised product. This same basis of weights and points also could be used in determining the measurements of the other factors on the score card.

The value of keeping such a score card of market conditions is readily realized when consideration is given to the fact that in making comparisons of conditions in various cities guesswork is eliminated to a minimum.

Now Small, Lowell & Seiffer, Inc.

Small, Lowell, Inc., New York advertising agency, has changed its name to Small, Lowell & Seiffer, Inc. There is no change in personnel.

G. R. Hart, Vice-President, Presbrey Agency

Gifford R. Hart has been elected vice-president of the Frank Presbrey Company, Inc., New York advertising agency.

Campaign on Macaroni to Start in Spring

Arrangements for a four-year national co-operative advertising campaign on macaroni products, under the sponsorship of the National Macaroni Manufacturers Association, have been completed. More than \$500,000 of the advertising fund has already been underwritten, including \$400,000 underwritten by the flour milling interests of Minneapolis. The total fund is expected to be more than \$1,000,000. The campaign is planned to start this spring. Mediums to be used have not been selected.

The above announcement was made following a recent meeting of The Millis Advertising Company, Indianapolis, advertising agency, which is handling the campaign.

R. W. Sparks and George O. Browne are now vice-presidents of the Millis agency. L. J. Wilson is now secretary and treasurer.

Acquired by Valentine Company

The Valentine Company, New York, maker of Valspar, has purchased the Con-Ferro Paint and Varnish Company, St. Louis, manufacturer of paints and quick drying lacquer. The St. Louis company will continue to be operated as a separate unit under its present management.

Oil Burner Account to Hays MacFarland Agency

The Winslow Boiler & Engineering Company, Chicago, manufacturer of Kleen-Heet oil burners for homes and industrial oil burners, has placed its advertising account with Hays MacFarland & Company, advertising agency of that city.

V. R. Lynch Advanced by Manz Corporation

V. Reges Lynch, for several years vice-president and secretary of the Manz Corporation, Chicago, has been made executive vice-president and general manager. He succeeds the late Frank J. Bersbach.

New Account for Beecher-Cale-Maxwell

The Wedler-Shuford Company, St. Louis, manufacturer of Wedford automotive accessories and Panama seat covers, has appointed Beecher-Cale-Maxwell, Inc., St. Louis advertising agency, to direct its advertising account.

Long's Hat Account to Pedlar

The Long's Hat Stores Corporation, operator of hat and haberdashery stores, has appointed the Louis C. Pedlar Corporation, New York advertising agency, to direct its advertising account.

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L. A. KLEIN
50 East

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The **BOOTH NEWSPAPER AREA** ONE OF AMERICA'S 15 LEADING MARKETS

A Different Market With A Decided Advantage

A big market—300,000 families—but different from any other equal size. It is divided into eight compact sections, each surrounded by well-populated suburban sections and each *completely* covered by the concentrated circulation of a Booth Newspaper.

Write for information about this market

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

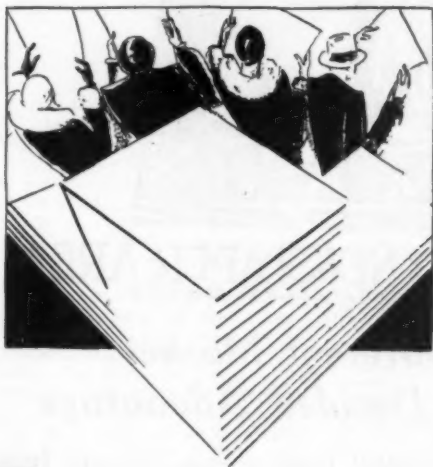
I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2590 Buhl Bldg., Detroit or any newspaper listed

the high stack »



To New Yorkers it's an old story . . . has been the *same* story for thirty consecutive years. Year after year, day in and day out . . . one stack of evening newspapers standing high above the others on the newsstand. Quickly replenished as fast as eager buyers make the stack smaller.

Supply meeting the demand . . .
for the New York Evening Journal.

For thirty years the Evening Journal has had the largest circulation of any evening newspaper in America . . . and a circulation in Metropolitan New York more than double that of any other standard New York evening newspaper.

This huge circulation—with a tremendous buying power behind it—is of particular significance to advertisers this year, because it offers them the opportunity of *dominating* the whole New York Market *effectively, economically, without duplication . . . and at a single cost!*



NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION



419,952 LETTERS From Readers in 1929

DURING the last year, The Detroit News received 419,952 letters from its readers on topics ranging from fashions to flap-jacks and many more intimate and ponderous subjects. When men and women in the hurly burly of modern life take time to write letters to an editor it must be admitted that the newspaper they are reading has a powerful appeal—a fact that explains the singular effectiveness of advertising in The Detroit News and its resulting advertising leadership of America during 1929 with 32,653,502 lines.

The Detroit News

THE HOME NEWSPAPER

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 N. Michigan

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The Foundry Is the Neck of the Bottle

A Discussion of the Wherefore and the How-Come of Electros and Mats

By Aesop Glim

IF the position in a parade can increase one's importance, I want to achieve that very thing for electros and mats. They are important. Not that anyone has ever tried to minimize their importance. Rather, I would say, they have been taken too much for granted.

Maybe this is the fault of those who make electros and mats. Maybe the foundry men have been too efficient—and too quiet about it. In any case, I find that electros and mats are largely unconsidered.

Aesop Glim wants his dear pupils to consider—to understand—electros and mats; to grant them full importance as the *neck of the bottle* in almost every advertising reproduction job. Wherefore, this important subject is herewith dealt with second in our parade of mechanical processes.

Picture the exact position of this link in our chain.

Out of market analysis you have evolved and written an advertising policy. Out of that policy you have written copy, which you have framed with layout and typography and illustrated with engravings. At last you have before you a final proof of the advertising—showing that copy, layout, typography and illustrations are as you want them to be. All your hard work—of days, weeks or months—is symbolized here in proof form.

The purpose of all this work is—to broadcast the message here set up to hundreds, thousands or even millions of those who are prospects for the merchandise described in the advertising.

In other words, behind you lies all your creative effort; ahead, the multiple audience you want to reach. The link between is made up of electros and mats—the neck of the bottle.

(A limited run of printing can be made direct from some type and engravings. However, limited

runs are few and far between in a country with 120,000,000 inhabitants.)

So, the proof of your advertising being satisfactory, you mark it "O. K. for Foundry." Let us go down to the foundry and see what happens.

First and foremost, understand and remember that foundry men do *not* originate; they duplicate. Electros and mats are for *duplication*. I am told that electrotypers are frequently asked to produce an electro of a certain size. It can't be done; they can only duplicate the engraving or type setup in the same size as the original. The foundry produces the wherewithal for *multiple reproduction* of your advertising.

The engraver or the typographer delivers the form you have approved to the foundry. You give the foundry an order for one or a number of electros or mats—of a definite kind and quality—blocked or unblocked. The order must be specific, but you need not try to learn how to make the specifications. The foundry man can tell you, if you let him know your purposes. Or you may get the specifications from the publisher or the printer or your agency production manager. Or one of them may give the foundry the order for you.

What Takes Place in the Foundry

I assume, however, that you have enough curiosity to want to know—in a general way—what goes on.

Your advertising material—cuts or type or both—is to be duplicated in either metal (electros) or a composition of paper (mats). The possible metals are copper, zinc, lead, nickel (erroneously called steel) and chromium. The nickel-faced and chromium-faced electros wear longer and cost

more; they are a shade more accurate (in duplicating); which means that on a very long run, they may be the most economical. Copper and zinc are the most frequently ordered for electros; they are sufficient to their usual requirements.

Here, in barest outline, is the process of making an electro. A tablet, of either wax (of a particular composition) or of soft lead, is prepared—of a definite size and thickness. The tablet is placed on top of your original (engraving or type or both). Then, under tremendous pressure, an impression of the original is made in the tablet. By tremendous pressure, I mean anything up to 3,000 tons.

The next step is to coat this impression with metal, via electrolysis. The wax mold needs to be lightly covered with graphite to afford conductivity; the lead mold is of course a good conductor in itself. Anodes and cathodes are set up in a metallic bath and the current is applied. Within a short time a metallic deposit begins to form in the impression. Several hours are required to secure the proper thickness and the foundry man should never be asked to rush this part of the work.

When the proper thickness has been attained, the tablet is lifted from the bath and the shell of metallic deposit is stripped off the tablet. The process of stripping off spoils the impression in the tablet; only one electro can be made from one impression. The wax can be melted down and used again; the lead is sold to refiners.

The metallic shell is then backed up with a layer of tin foil and then a layer of molten metal. You now have your electrotypes—which needs only to be trimmed and inspected; then blocked onto wood or metal, if desired.

As a matter of fact, such an outline naturally omits many steps; particularly the steps which represent the infinite care expended to insure accuracy, uniformity and cleanliness throughout the whole process. But this outline should suffice to give you as much of a

mental picture as you will need. A trip through a foundry is exceedingly interesting and you will find your foundry man most hospitable in showing you around and explaining everything. You should make such a tour at least once. I go whenever the opportunity offers and never tire of watching the work.

The making of a mat does not differ greatly in principle, except that it requires no electrolysis. A wet paper pulp composition—instead of the wax or lead tablet—is placed over your original. This is covered with a felt blanket; then the impression of the original is made in the pulp through either beating or rolling. Next the original and pulp, still in contact, are moved to a drying table, where the mat is dried—under pressure. When finally removed, the mat is finished.

Electros or Mats?

The question of whether to use electros or mats is answered primarily by the nature of the material to be reproduced and the purpose for which it is reproduced. Metal is obviously more accurate than paper; paper is less expensive in itself and requires less postage for mailing.

Mats are bought primarily for distributing your advertising to newspapers. There may be many newspapers on your schedule, located in many widely scattered parts of the country. Mats save money on the actual cost of production—and the saving in postage can be appreciable. If you propose to use mats, you should have the limitations of mats in mind as you plan your advertising. If the typography and art work are neither too elaborate nor too delicate, mats may serve you perfectly. Small sizes of type and delicate lines in your art work are most apt to suffer through mat reproduction. Halftones—from photographs or wash drawings—can hardly be handled satisfactorily by mats.

You should have a general idea of what happens after your mat reaches the newspaper. It is placed in a casting box and filled with molten "stereotype metal"—

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ROD

Powerful Proof of Outstanding Home Acceptance

THE Chicago Evening American in 1929 published 1,797,880 lines of furniture advertising, which total was:

- 1**—Greater than the combined 1929 furniture linage of all other Chicago evening papers;
- 2**—Greater than the combined 1929 furniture linage of all Chicago daily morning papers;
- 3**—Greater than the total furniture linage, daily and Sunday combined, of any Chicago morning paper;
- 4**—A growth over a ten-year period (1919-1929) of over 1000%—more than double the growth of any other Chicago paper, morning, evening or daily and Sunday combined.

Chicago's furniture merchants naturally place the bulk of their advertising where experience has taught them to expect the surest and greatest results—nothing could better prove the Chicago Evening American's standing with Chicago's housewives.

All the above statements involving linage figures and comparisons are based on the figures of the Advertising Record Company, an independent organization.

CHICAGO EVENING

AMERICAN

a good newspaper

National Representatives:

RODNEY E. BOONE ORGANIZATION

whereby a flat metal plate is secured. This form is inserted into the large plate which will constitute the full page of the newspaper and a mat is then made of the whole page. From this latest mat is made the final plate, from which the newspaper will be printed. When you supply an electro, you cut out two of these steps and your final advertisement is thus automatically two steps nearer your original engravings and type.

Here are some miscellaneous data regarding electros and mats.

The type in which the advertising is set belongs to the typographer or printer who set it for you. He wants it back as soon as possible. Don't let him take it back until one pattern plate has been made and proved. A pattern plate is an electro of finest quality and extra thickness—which will serve as the original for the making of other electros (both immediately and at any later date).

The typographer may have a restriction as to the number of electros to be made direct from his type. The repeated pressure wears out his type too rapidly. Hence, again, the pattern plate.

Some typographers will not allow their type to be used direct for the production of mats. The wear and tear is even greater in this process. Mats are usually made from an electro.

Certain publications will not accept electros of engravings. In which case, you usually give each publication a set of original engravings, together with an electro of the type matter. However, as the processes of electrotyping are being steadily improved, this situation is rapidly changing.

The charges for the different types of pattern plates, electrotypes and mats are all determined according to scale—and usually subject to trade discounts. Both the scale and the discounts vary from one city to the next. The foundry with which you propose to do business will supply you with its standard scale of charges—and also with estimates on specific jobs, if requested. A time estimate should also be requested, when any important amount of

work is required. And don't try to crowd or cheat on the time specified. You'll lose more than the foundry will.

When you are printing a booklet, catalog or folder, your printer may want several complete sets of electrotypes. First, to save time if anything gets lost or broken. Second, and more probable, to enable him to make several copies of your job at one printing. Third, on very long runs, to replace the electros which wear out, so that the end of the run may be as clear and pleasing as the start of the run.

Electros and mats do not cost a great deal of money in themselves. Yet each is the neck of the bottle between all your work and planning, and the audience you seek to reach. Don't be so thrifty as to cheat yourself!

Made Marketing Director, Schlage Lock Company

F. H. Sherwood, formerly with the Yale & Towne Manufacturing Company and recently with the trade division of the Butterick Publishing Company, has been appointed marketing director of the Schlage Lock Company, San Francisco. He will have charge of the sales and advertising of this company, which manufactures Schlage Button Locks. He will be located for a time at the company's Eastern division offices at New York.

Life Underwriters Plan Institutional Campaign


The Life Underwriters' Association of the City of New York, Inc., is planning a co-operative institutional advertising campaign. The plan of the campaign has been approved and it is expected that it will appear shortly in the financial sections of New York newspapers. Rudolph Guenther-Russell Law, Inc., advertising agency, will direct the campaign.

Hotel Account to Emery Agency

The New Jefferson Hotel, St. Louis, has appointed the Emery Advertising Company, of that city, to direct its advertising account. Magazines and newspapers will be used.

Barthe Agency Opens Albany Office

G. F. Barthe & Company, Inc., Syracuse advertising agency, has opened an office at Albany, N. Y. Joseph B. Carey will be in charge.



Out of Ideas?

Every one of us grows stale at times, especially if working year in and year out at the same old grind.

For instance, suppose you want to get out a booklet or folder. You may find your thoughts centered on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to assume that an organization that is constantly producing good printed advertising has an accumulation of ideas that can be made to fit your business.

Just ask us for suggestions. If we are able to help, you win. If we can't, we will frankly tell you so.



CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue  New York City

is
**THE OKLAHOMA
 CITY MARKET** ▲ ▲
says
**THE J. WALTER
 THOMPSON CO.**

Gasoline tax in the Thompson area is \$2,078,272, or 20% of the State's total.

Towns of the area are classified as follows: 1,000 to 5,000, 29; 5,000 to 10,000, 2; 10,000 to 25,000, 4; 25,000 to 50,000, 1; over 50,000, Oklahoma City—194,000.

Number of retail outlets in the Thompson area, 6,622; number of wholesale outlets, 69.

The circulation of the *Oklahoman* and *Times* in the Thompson area is 114,452, or 61% of total daily circulation of 187,380—January, 1930, average.

In the Thompson area the *Oklahoman* and *Times* circulation is 31,451 more than the combined total circulations (83,001) of the other 8 dailies published in the same area.

Cost a thousand circulation of the *Oklahoman* and *Times* in the Thompson area, 5c. (total cost against circulation in only the Thompson area).

Cost a thousand circulation of the other 8 dailies, 15.7c. (based on their total circulations).

Cost a thousand circulation of 6 leading magazines' combined circulations in the State is 47c. The total circulation of these magazines in Oklahoma is only 184,532.

**THE DAILY OKLAHOMAN
 OKLAHOMA CITY TIMES**

The Oklahoma Publishing Co.
**THE OKLAHOMA FARMER-STOCKMAN
 ~ RADIO STATION WKY ~**

E. Katz Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

**It must have
been very discouraging
to the fellow
who says "you can
cover Detroit
with one newspaper,"
to have read yesterday's
announcement
that Detroit added
98,116 persons in '29
and now
has a total population
of 1,888,955
—such continued growth
merely emphasizes
what we have been
saying about
using
The Detroit Times
and one other newspaper.**

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Cheering Salesmen Who Have the Wall Street Blues

The Spur Tie Sales Force Is Being Shown How to Maintain Sales Volume

By J. K. Macneill

Sales Manager, Hewes & Potter, Inc.

WHEN the bottom fell out of the stock market, the thousand and one things usually attendant on such catastrophes happened. As early as November 7, we sensed that the situation might easily become more serious than it was and decided that, so far as our own sales force was concerned, we would do well to take some action.

I started the ball rolling by sending our salesmen the following bulletin:

The recent bubble in the stock market has caused a great many people all over the country to talk in pessimistic terms about its possible consequences. Many of these people are retail merchants who are customers of yours and they are doubtless saying in many cases that the crash will mean poor business.

As a salesman traveling from place to place, and meeting different kinds of people, you probably find this subject raised again and again. Your attitude as a group can have considerable influence in molding the opinions of those with whom you discuss this subject. May we offer a few words of suggestion?

In the first place, try to avoid making the stock market a subject of conversation; just disregard it and keep stories and rumors out of circulation altogether. Too much talking about this affair can easily create the impression, among the poorly informed, that half the people of the United States are financially ruined.

What are the facts? Instead of having a bad effect on business, this decline in the stock exchange will have an ultimate beneficial effect. The deflation of stocks will release more money for business, interest rates will probably come down from their peak, men who have been worrying about the stock market will quit and go back to work, and in general, it is the consensus of opinion that after a very temporary set-back the business of the country will be far healthier than it ever was.

Let us look at some report figures for this last week. Steel mill operation is equal to the preceding week and only slightly behind a year ago. Building contracts show an increase. Freight car loadings show an increase over the preceding week and

a decided increase over one year ago; crop figures are ahead.

While, no doubt, there may be a merchant here and there who has gambled store funds on marginal trading, the number will be found so small as to be immaterial. The reason that so much money turned over in the exchange, was that millions of small people, some of them only carrying two or three shares, were wiped out. The losses in many cases, therefore, were so thinly spread that they will, with few exceptions, hardly be felt.

So we ask you to take our tip and simply forget this situation. When it is brought up, dismiss it as unimportant. If you want to talk about it at all, do so in an optimistic and constructive manner using the facts we have given you above. Our mail orders have not reflected a thing during the past week that could be interpreted as discouraging.

One of the most potent forces for good or evil in this country is the conversation of the selling fraternity. Consider how many people every salesman sees and talks to in just one business day. Multiply this by the number of salesmen and you will have a staggering total. Figure out for yourself the horsepower that is packed into the conversation unloosed each day by the glib tongues of this mighty army. No wonder, then, that we should sense danger in the situation and try to head off our own men from wandering into wrong channels of conversation.

I followed up that bulletin with personal letters to the different men, giving them, insofar as I was able, reliable figures and facts concerning the situation and attempting, not to convey a sense of false security, but to state the actual condition, and to minimize the exaggerated stories that were going the rounds.

I have no way of telling what difference in our sales these letters and bulletins made, but I do know that we enjoyed an increase in business during November, 1929, over the same month in 1928. Not

a large one, it is true, but, nevertheless, a gain. I am quite sure it was the right thing to do.

So much for the immediate aftermath. But how about the present?

It is pretty generally agreed that Christmas buying was not up to previous years, at least in dollars and cents volume. Buying of January sale merchandise has been uniformly good, but at what prices! Retailers, carrying over larger stocks on many lines, are naturally not in the mood to buy very heavily, particularly as Easter is extremely late this year. They want to wait and see how things are going to break.

The cold fact remains that in spite of what we all wrote or thought about the market debacle, some people *did* lose money. It might have been good policy to cheer up salesmen by minimizing the exaggerated wails of disaster, but it was, and is, mighty poor policy to disregard them altogether, or not to recognize that many people, many of them your customers and my customers, did, after all, lose considerable money. Therefore, there are two distinct phases to the situation. First, that of discounting unnecessary mental alarm, and second, coping with the actual condition that has developed since the crash.

One of our salesmen, among others, wrote me shortly after January 1 that he found, in a certain town in Ohio, that six of his customers had either gone out of business or were about to. Of these, two were fairly large ones. As it was one of the first places he had hit on his first 1930 trip, it made somewhat of a bad impression on him.

I wrote him as follows:

Dear

Congratulations! For the first time since you have been with us you have a healthy business-like condition in S..... Instead of waiting time with a dozen or more stores you will henceforth only have to call on half that number. There are just as many people in S..... as there were before Christmas and they will all continue to want neckties and other commodities as they have done up until now. Instead of distributing their business among a dozen stores they will now patronize

only seven. Those seven will naturally do more business. They will become larger and better stores as a consequence and you will not take orders from them with misgivings as to the reception from the credit manager. You will have more time to spend in each store and you will sell more goods as a result and be able to devote a little of your time to improving the display of our merchandise in the stores.

Some of these birds may be gloomy at the present time. That is only natural. Don't tell them they're crazy and that everything is great, because it isn't. But try and picture to them the real underlying condition. Ask them if anything could be sweeter than to have less competition. Tell them to pep up their displays and advertising. Don't crowd them for too large an order. Be satisfied for the present with just suggesting what you can see they need to fill in, plus a few new numbers to sweeten up the whole.

Above all, don't worry if your January business falls a trifle behind. You'll be laughing yourself sick by the middle of summer.

Yours very truly,

That case was an easy one, however. The salesman played right into my hands. He really had an advantageous situation confronting him but could not see it.

Less comforting is the situation where there have been no actual failures, where Christmas stocks are still piled high, where people have not commenced to buy in real earnest, and in the South and Middle West, where conditions have been aggravated by a very severe winter. To try to counteract this situation we have embarked on a campaign of making temporary service men out of our salesmen.

In the first place, I urged every man on the force to spend as much of the month of December as possible behind the counter of one of his best customers. In this way, I felt, he could at least help sell his own stuff in one store, but even better, he would get a picture of consumer reaction to our product, and derive no little benefit from seeing things as his retail customer saw them. Most of our men followed this suggestion, and while the direct benefit was not large, I am satisfied that the experience could not but make better salesmen out of all of them.

If you find it difficult to sell your product to the retailer the

"The greatest influence in
HOME FURNISHING
AND DECORATION
springs from women's reading"

LEADING interior decorators contribute THE EVENING WORLD's home furnishing columns — while readers are invited to submit their personal problems to Alma Zaiss, Decoration Editor, for individual help and advice. From this broad service spring many of the urges to follow the newer decorative trend: To replace the old parlor suite with a love bench and a chaise longue; to discard the mahogany dining set in favor of maple, with ladder-backed chairs; to acquire lamps, and bits of pottery, and gay prints, and hooked rugs, and quaint pieces in pewter, brass, or silver. These urges, in turn, lead to sales and volume and profit for the merchants and manufacturers whose stock reflects the current vogue in house furnishing. The wide scope of these EVENING WORLD articles provides a splendid and productive background for the advertising of such firms whose products have to do with the home—and, indeed, for any manufacturer whose primary appeal is to the quality family audience covered by this foundation newspaper.

The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

next best thing to do is to help him sell what he has and make room for more. Consequently, in order to make up for the slight falling off in January sales, we resolved to do what was necessary to improve March, April and May sales so that they would more than compensate for the earlier losses. We have written, therefore, as many as eight or ten special bulletins, followed up by as many personal letters, to our men, instructing them in various ways they could help their dealers move merchandise. We supplemented this by sending out to each man a generous supply of display cards for our product and suggested to the men that they make a point of cleaning up and rearranging our display in each of the stores that they visited.

Carry a Feather Duster!

All neckwear is sold in ranges of six colors to a pattern. The Spur tie is shipped to the dealer with one range of six ties mounted on a display easel. Frequently, these ranges become broken and assorted. The ties become loosened and sag down on the easel. Dust accumulates. Easels become chipped. One or two ties are sold from an easel and are not replaced, thus leaving a blank space that is unsightly. All these imperfections of display we pointed out, giving instructions how to correct them. We even went so far as to suggest that the men carry feather dusters with them! We got a laugh from a few sources, but we got action.

After a week or so, we started getting letters back from a man here and a man there, telling of results and asking for more fresh cards and easels. They got into the spirit of the thing and have gone into the house-cleaning business with a vengeance. Best of all they are earning—and deservedly so—the good-will of their customers. There aren't so many salesmen going around today who are willing to do a little physical work in a store. The dealer appreciates it, and I'm not worrying a little bit about orders during the next three months.

Herbert Pulitzer Succeeds Brother on New York "World"

Herbert Pulitzer has been elected president of the Press Publishing Company, publisher of the New York *World* and *Evening World*, succeeding Ralph Pulitzer, who has resigned. The change has been made public in the following statement from Ralph Pulitzer:

"Ill health compels me to obey the orders of my doctor and go abroad for several months' complete rest and detachment from all office responsibilities. I have asked my brother, Herbert Pulitzer, to take over my duties, and in order that he shall have the proper corporate authority to execute these duties, I and my fellow directors, at my request, have unanimously elected him president of the Press Publishing Company. I feel that on my return after convalescence I shall find that the men of the organization have given him the same fine loyalty that they have always given me, and for which I now thank them."

O-Cedar Appoints Shuman-Haws

The O-Cedar Corporation, Chicago, has appointed the Shuman-Haws Advertising Company, of that city, to direct the advertising for its household mops, dusters and polishes and for O-Cedar Spray, a new product.

O-Cedar Spray is an insecticide for flies, moths, and other insects. Distribution to the trade has already been attained and an advertising campaign will begin shortly. Magazines, newspapers and radio advertising will be used.

The Brandt Advertising Company, Chicago, will continue to direct the advertising for O-Cedar automobile polish.

C. W. Alexander Joins Dunn & McCarthy

Charles W. Alexander, for many years in charge of the advertising department of the United States Shoe Company, Cincinnati, and, more recently, in the advertising business for himself, has joined Dunn & McCarthy, Inc., Auburn, N. Y., shoe manufacturer. He will be engaged in advertising and promotional work.

Philadelphia "Record" Appoints John Cleary

John Cleary, for many years director of advertising and sales promotion of the Cadillac Motor Car Company, Detroit, and, more recently, with the Eugene McGuckin Company, Philadelphia advertising agency, has been appointed sales promotion manager of the Philadelphia *Record*.

Has Cream of Rice Account

The Cream of Rice Corporation, New York, breakfast cereal, has placed its advertising account with McMullen, Sterling & Chalfant, Inc.; New York advertising agency.

IN the January twenty-third issue of *Printers' Ink*, Mr. Robert H. Powers tells the story of Silent Automatic's attack on the oil burner salient, and how a seasonal slump was switched into the "sales-up" column.



IN Detroit, Silent Automatic concentrates in The Detroit Free Press.



SELLING should know no seasons, but it should know its markets. Variety may be life's spice, but not advertising's. Spreading the "treacle" over a market like Detroit to catch a prospect here and there on the naive assumption that all the people are part and parcel of the sales picture, may have its van-

ity gratifications, but it writes off the profit possibilities.



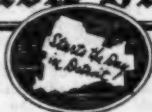
SILENT AUTOMATIC picks the people who will make purchases. The dynamic gentlemen who guide the destinies of this corporation select The Free Press in Detroit because they know it goes home to buyers.



THAT is the accepted 1930 manner of making good advertising pay its freight and produce its profits.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

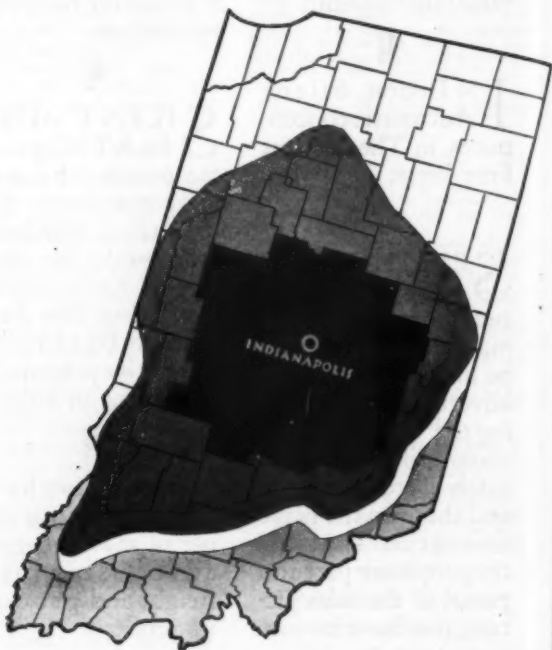
New York

Chicago

Detroit

San Francisco

Sales costs are lower Where ONE Newspaper



This map depicts The News influence in the Indianapolis Radius:
 . . . saturation point coverage in Marion County (city of Indianapolis) . . . mass coverage in the 45-mile suburban territory . . . key-buyer coverage in the 70-mile territory. To all parts of this prolific market, Indianapolis is "downtown" . . . the magnetic center of all Hoosier activities. Apply the motive power of adequate advertising in the dominant newspaper of this "hub" city and the entire market will respond as a unit.

ere Indianapolis Radius napolis a Complete Market!

THREE unique features of the Indianapolis market combine to lower distribution costs and make higher percentages of profit possible.

First, the exceptional accessibility of every point in the territory to Indianapolis, by a network of improved highways, interurbans and steam roads.

Second, the homogeneity of the 2,000,000 Hoosiers who people the territory . . . surprisingly alike in thought, action and habit . . . intelligent, progressive, able to buy . . . forming a single sales unit.

Third, one *pre-eminent* newspaper, The News . . . looked to by successive generations of Hoosiers as the unfailing champion of their aspirations . . . read daily in the homes of more than 136,000 families with an unusual degree of interest . . . accepted and followed by them as their buying guide.

Here is a market that more than measures up to 1930 specifications for selective selling. A market that can be *thoroughly* covered at one advertising cost, because

The News . . . ALONE . . . Does the Job!



The INDIANAPOLIS NEWS


Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
Lake Michigan Bldg.

70.9%



Small Town Dealers fill the Basket!

Nearly 71% of the farm women of the Northwest buy their groceries in towns of 1,000 or less. Three thousand farm women have told us this.

Farm population is 51.2% of the Northwest's total. In these small towns, farm customers exceed town buyers. Merchants respect their buying preference. Put your brand in the farm mind and it's easy to put it in the dealer's store.

Distribution in the Northwest means small town dealers. Give your brand a running start with them by selling the commanding seven-tenths through consistent advertising in the Northwest's only weekly farm paper.

THE FARMER
Wells Publishing Co. Saint Paul, Minnesota
Farm Stock & Home

55 E. Tenth Street, St. Paul, Minnesota

Standard Farm Papers, Inc.
 307 No. Michigan Ave.
 Chicago, Ill.



Wallace C. Richardson, Inc.
 250 Park Avenue
 New York

Member Standard Farm Paper Unit

—Reaching 262,000 farm homes each Saturday!

Increasing Sales by Breaking Merchandising Precedent

Why Gerber's Strained Vegetables Were Nationally Advertised Before Distribution Was Secured

By Dan Gerber

Gerber Products Division, Fremont Canning Co.

THE marketing of Gerber's Strained Vegetables presented problems entirely different from those with which we were familiar in marketing the regular line of canned foods which the Fremont Canning Company has been producing for thirty years. There was no precedent to go by. Commercial Strained Vegetables were practically unknown to mothers, the medical profession and the trade.

Gerber's Strained Vegetable Products are distinctly food but because they depend largely upon the medical profession for recommendation there was a question as to whether they should be sold through the grocery trade or the drug trade. Grocers do not generally carry products recommended by the medical profession and neither do drug stores generally carry food products. Our own thinking led us to believe that the drug store was the logical outlet but a careful investigation indicated the preference of both mothers and doctors for the grocery stores on a food product. The correctness of our decision to go ahead with the grocery trade was pretty well demonstrated in the phenomenally short time of sixty days during which we were able to establish a spotty national distribution.

Although we still believe that the grocery trade is our primary market, the fact that we are now getting a considerable drug-store distribution without a concerted effort indicates that we should also make an effort along this line.

Our friends in the trade argued very strongly against the idea of starting national advertising without a bit of distribution. But without advertising we felt that we could not get the goods on dealers' shelves. They had had no demand

for anything even similar and most dealers would appreciate that it would require too much promotional effort on their part. Promises and prospective advertising campaigns are very difficult to sell the retailer. The stock answer seems to be "When I have a demand I will buy."

We reasoned that the best thing we could do was to give Mr. Dealer some calls and that the only way this could be done was to interest mothers and doctors.

It was imperative, of course, that while we were bringing these calls to the dealers we have some means of supplying the consumer. All of our advertisements carried a coupon for a \$1 introductory assortment of the product, and the letters of acknowledgment advised the mother that until such time as she could secure supplies through a conveniently located dealer we would be happy to supply her, post paid, at regular retail prices on any assortment for \$1 or more. We, of course, asked for the names of conveniently located retailers and followed these names by mail as well as referring them to wholesalers. Repeat orders from mothers were even more impressive to the dealers and were used effectively.

The regular products of the Fremont Canning Company were sold through canned food brokers who had exclusive control of the account in a given territory. Only a few of these brokers were experienced in specialty selling and the rest were largely heavy grocery brokers selling the products in large blocks, principally for jobbers' private labels. We did not want any of these brokers to take on the line of the Gerber Products Division with the idea that it would not require a lot of hard work and

that they could get by with the same method of operation they were using on their general brokerage lines. We put the proposition up to them by letter. In the letter we gave them a picture of what we felt the possibilities were, but painted the picture of the amount of work that they would have to do just as black as we possibly could. We did not want passive co-operation, so in addition to our attempt to rather overwhelm the brokers with the amount of work we would require, we assured them that their decision with regard to the Gerber products would in no way effect their relation with the Fremont Canning Company, but we were simply giving them first chance. We were happy when our advertising agency criticized this letter as being decidedly negative because we felt we were likely to succeed in promoting an intensive study by the broker prior to acceptance of the line.

Some brokers responded immediately by wire, some of them even wiring for additional territory, while many others made a pretty thorough investigation by questioning mothers and physicians. Within about three weeks we had heard from all of the brokers written, then we got busy in filling in the gaps where brokers had dropped out and securing representation at points where we had not offered the regular line of the Fremont Canning Company on account of distance and freight rates. Our efforts at these points were entirely centered on brokers with specialty experience.

It was just about the time our first advertisement appeared that we were ready to say "Go" and let all of the brokers get busy.

Our first consumer advertising appeared the twenty-fifth of October, 1928, and almost simultaneously our first medical advertising. Response so far exceeded our expectation that it was embarrassing until we could train additional clerical workers to handle the tremendous amount of correspondence and detail involved in using every coupon just as effectively as possible in securing distribution.

Sixty days found us with a

spotted national distribution at the end of the first year finds us with more distribution and bigger volume than we had hoped to attain by the end of the second year.

A Year of Investigation

Practically a year previous to our attempt to market the product was spent in investigation and our plans were pretty carefully laid. As I see it now the fact that everything has worked so satisfactorily and has exceeded our expectations is due to the careful thought of both the agency and ourselves given the whole proposition before we started. Perhaps the thing that helped us most in planning carefully was that we were a bit afraid of our own enthusiasm and on that account were quite cautious and conservative. In our desire to be over cautious we did build up some mental hurdles. Our investigations with the medical profession indicated conclusively that the medical profession appreciated the merits of tin as the best container but we just had a feeling that in the minds of mothers there was still some of the old unfounded prejudice against tin which might be difficult to overcome. Thankfully, we found to be one of the things that just did not exist.

Expecting to get quick distribution in the larger cities and rather slow distribution at rural points we experienced the reverse. City mothers apparently expecting to find nationally advertised products in the stores did not respond as well with the coupons as did the women in smaller towns. Therefore, too, it seems to take more calls to impress the large city dealer.

Letters we were getting from city mothers after about six months of advertising indicated that there were many who were sold but did not know where supplies could be had. The acuteness of this situation seemed proportionate to the size of the city.

Chicago was chosen as our first large city in which to intensify our effort. Here again we departed from precedent by not preceding our local advertising with specialty work.

The first thing we wanted

You'll Have to Admit, I Think, That This Is Service!

ONE of the most important gentlemen on the space-buying end of the advertising fraternity recently found out that he was mistaken. Which, of course, is a very human frailty. ♦ ♦ ♦ Said he, "Your Prudence Penny is doing a darn fine job, all right—but she doesn't go far enough: *she doesn't mention trade names at those exceedingly popular cooking-school classes of yours!*" Wow! What an indictment! And how definitely *wrong* the gentleman *was!* ♦ ♦ ♦ So get this *straight*, please, sir—Every Tuesday and Thursday 600 housewives flock to Prudence Penny's meetings; they *see* Examiner-advertised food products *actually used*; they are told *distinctly* and *repeatedly* by Prudence Penny the *trade names* and *merits* of the products she demonstrates! Furthermore, each of the 600 women, at *every* meeting, gets a printed recipe card which *again* gives the housewife the names of each and every product upon which Prudence has focused attention. ♦ ♦ ♦ Now look up at the *headline* of this ad. *Am I not right?*

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

accomplish was to let those who were already interested know where supplies could be had. The second objective was getting more complete distribution, the third to get the names of a fairly large number of dealers who had the line but whose names we did not have and the fourth, to do a straight job of selling to doctors, nurses and mothers.

To direct those mothers already sold to sources of supply, the same copy style as our magazine advertising was carried out and the mother was invited to phone the number listed for the name of her nearest dealer.

It was hoped the phone number might also bring in dealer calls for information. The first advertisement carrying a list of dealers' names invited grocers to phone if they had the line but were not listed so their names would be sure to appear in the second.

The advertisements ran in an evening paper Mondays and Fridays. Each piece of copy except a few which were only 114 lines carried two sub-headings, one to mothers and one to doctors inviting the doctors and nurses to phone for information and samples.

To accomplish all this the copy was naturally quite wordy. We reasoned, and rightly I think, that mothers are most anxious to know all about anything that effects the welfare of their youngsters and consequently will read a lot of copy.

A large dealers' broadside was prepared showing reprints of national advertising, a list of wholesale grocers, and a list of our dealer helps as well as proofs of newspaper advertising and the complete schedule. Each broadside carried two postal cards, one to mail in with an order and the other for the dealer to advise that he was stocked and wished his name listed in the ads. These were left with those dealers called on by the merchandising men from the newspaper and mailed to the rest.

By the time the fourth advertisement appeared telephone calls were sufficient to require the entire time of one girl. Calls came principally from mothers but the number from

physicians and dealers was most gratifying.

In three months our Chicago sales had increased over 400 per cent so although we had no background of experience for comparison, we were quite elated.

In attempting to build up Greater New York along the same lines we felt it advisable to use four papers. We used the same type of copy and are running the campaign along the same lines except that it seemed essential to do some specialty work. Response in the way of consumer telephone calls has been as good or better than in Chicago. Although not as spectacular as it was in Chicago, dealer response has surpassed our expectations.

As other cities are approached we are carrying out the same general idea but we feel that each must be treated as a separate problem in the light of the particular circumstances.

We do not regard this experience as particularly valuable as a guide to future effort. The chances are that methods must change progressively as our background broadens. It is our hope that we may always retain our present appreciation of the necessity for independent thinking unhampered by the so-called facts established by precedent which usually are not true except as we accept them.

New Account to Moreland Agency

The Rossville Commercial Alcohol Company, Lawrenceburg, Ind., distiller, has appointed The Chester C. Moreland Company, Cincinnati advertising agency, to direct its advertising account. Business papers and direct mail will be used.

J. N. Riley with Atlanta Agency

James N. Riley, formerly with The Geyer Company, Dayton, Ohio, advertising agency, has joined the staff of Gottschaldt-Humphrey, Inc., Atlanta advertising agency.

York Laboratories Appoints Kelly, Spline & Watkins

York Laboratories, Inc., York, Pa., has appointed Kelly, Spline & Watkins, Inc., New York advertising agency, to direct its advertising account.



Advertising Grand-Children

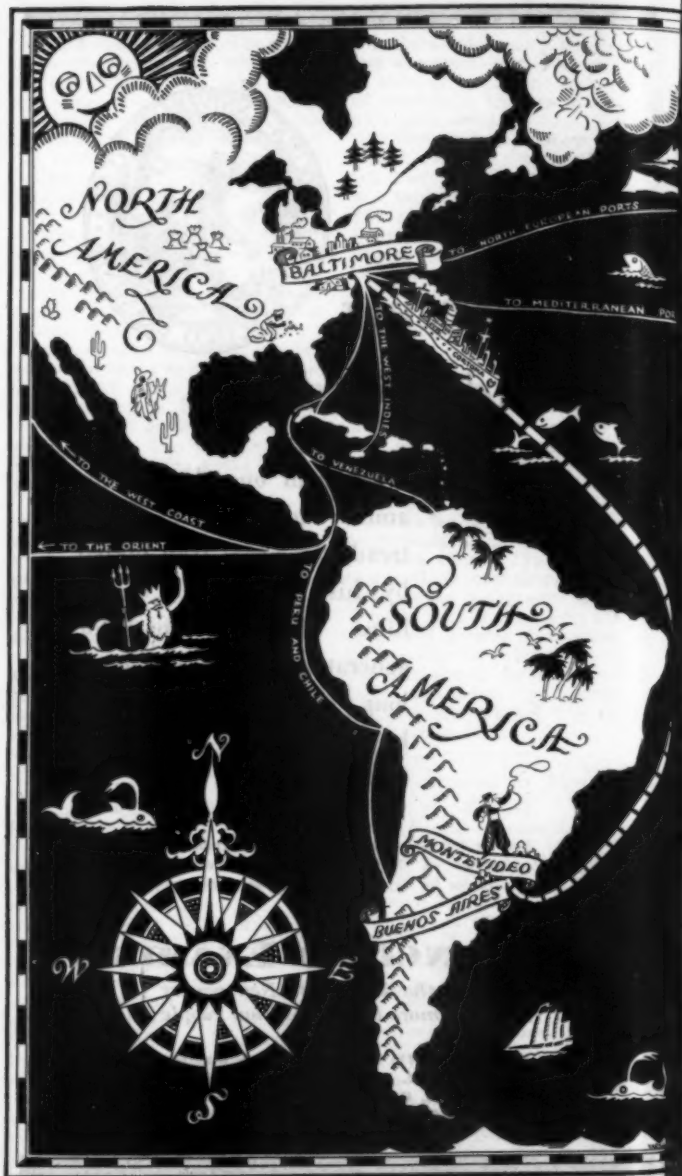
More than one shrewd Examiner advertiser of today treads the profit trail blazed by his grandfather before him. That profit path of generations past has become, long since, the beaten sales-highway of half the Golden State.

For the last 34 of its 50 years the Examiner has maintained an Advertising supremacy easily accounted for by its consistent circulation leadership.

SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.
IN DETROIT: A. R. BARTLETT, General Motors Bldg.
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.



More Ships Out of Baltimore

The recent sailing of the Steamer Cortona for Buenos Aires and Montevideo inaugurated the thirty-eighth oceanic shipping service plying out of Baltimore. Five ships comprise this new direct service to South America, with fortnightly sailings.

Always one of the major ports of the country, Baltimore is constantly adding to and improving her navigation facilities. Baltimore ranks as first port on the Atlantic and Gulf coasts in westbound intercoastal tonnage; second port of the United States in foreign import cargo tonnage; second port on the Atlantic seaboard in total foreign cargo tonnage.

In shipping, in industry, in retail business, Baltimore is growing steadily and healthily. And The Sunpapers are growing with Baltimore. Here are the latest circulation figures:

THE SUNPAPERS in JANUARY
Daily (M & E) 298,251
10,213 Gain over Jan., 1929

THE**SUN****MORNING****EVENING****SUNDAY**

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
300 N. Michigan Ave., Chicago

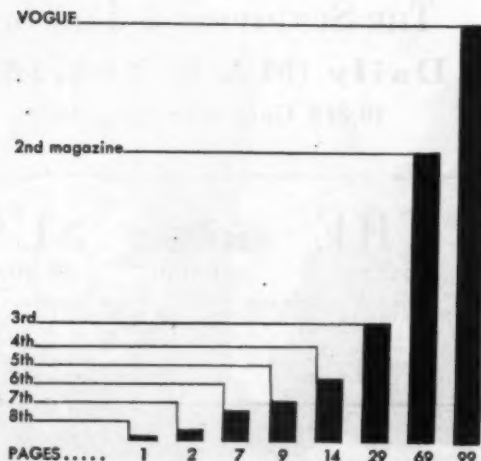
JOSEPH R. SCOLARO
General Motors Bldg., Detroit

A. D. GRANT
Constitution Bldg., Atlanta, Ga.

Women's hosiery and underwear manufacturers have found the Vogue market so tremendous in its purchasing power that they have used . . .

thirty pages more space in Vogue in 1929 than in any other women's magazine.

**PAGES
1929**



Feb. 13, 1930

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A List of Association Advertisers

CITY MACHINE & TOOL WORKS
DAYTON, OHIO

Editor of PRINTERS' INK:

We would greatly appreciate references to articles covering the advantages and benefits of co-operative advertising, particularly that done by associations of competing manufacturers.

If you have any other comments to make that you believe would be of interest, we would be very glad to receive them.

CITY MACHINE & TOOL WORKS,
L. F. POOCK,
Secretary.

ALL of the phases of that general subject that goes under the heading "co-operative advertising" have been discussed time and again in the PRINTERS' INK Publications. We have consistently declared our belief in the remarkable possibilities that exist in the field of co-operative advertising and we have done all we could to encourage investigation of its potentialities by manufacturers and others.

It occurred to us, in this connection, that a bit of information that might be interesting and helpful to anyone looking into the subject would be a list of associations that are doing co-operative advertising at this moment. Of course, it would scarcely be possible to compile a complete list of this sort. However, we are able to present the following compilation which seems to take in the principal association advertisers of the present day.

Industrial Alcohol Institute, Inc.
American Institute of Steel Construction, Inc.
American Walnut Manufacturers' Association
Cast Iron Pipe Research Association
National Association of Flat Rolled Steel Manufacturers
National Association of Marble Dealers
National Lumber Manufacturers' Association
Pennsylvania Slate Institute, Inc.
Portland Cement Association
Sheet Steel Trade Extension Committee
Southern Cypress Manufacturers' Association
Wrought Iron Research Association
Wooden Cigar Box Boosters Club
Association of Knit Underwear Manufacturers of America
Cotton-Textile Institute, Inc.
Ducane Association of America

National Confectioners Association
California Fruit Growers Exchange
American-Japanese Tea Committee
California Lima Bean Growers Association
California Walnut Growers Association
Canners League of California
India Tea Growers Association
Mount Mansfield Maple Merchants
National Association of Ice Industries
National Kraut Packers' Association
Skookum Packers Association
Sugar Institute
Sun-Maid Raisin Growers of California
Switzerland Cheese Association, Inc.
Syndicat De Fromages a Roquefort
Wenatchee District Co-operative Association
Western Growers Protective Association
National Garden Association
Society of American Florists & Florist
Telegraph Delivery
Wild Flower Preservation Society
Aluminum Wares Association
Associated Curled Hair Industries
Glass Container Association of America
Irish and Scottish Linen Damask Guild
Laundryowners National Association
National Retail Furniture Association
Clock Manufacturers' Association of America
Save the Surface Campaign
American Federation of Musicians
National Shoe Retailers Association
Association of American Soap & Glycerine Producers, Incorporated
Cycle Trades of America
Engraved Stationery Manufacturers' Association
Kodiak Guides Association
American National Fox Breeders Association
Holstein-Friesian Association of America
Photographers Association of America
American Dry Milk Institute, Inc.
American National Fox & Fur Breeders' Association
Linseed Meal Educational Committee
National Cottonseed Products Association
Pacific Coast Gas Association
Copper & Brass Research Association
Advertising Typographers of America
Committee for Advertising Lithography
Bureau of Envelope Manufacturers of America
National Home Furnishings Program
American Association of Nurserymen
Rayon Institute of America, Inc.
Hosiery Distributors Institute
Calf Tanners Association
Hickory Golf Shaft Association
American Gas Association
Western Red Cedar Association

There is but one thing to be appended to this list and that is the thought that it will be interesting to observe how many of these associations will still be advertising a year or two hence.—[Ed. PRINTERS' INK.]

New Account to Low Agency

The Watts Regulator Company, Lawrence, Mass., has appointed the F. J. Low Company, New York advertising agency, to direct its advertising account.

F. E. Basler, General Sales Manager, Atwater Kent

F. E. Basler, formerly assistant sales manager in charge of sales administration affairs of the Atwater Kent Manufacturing Company, Philadelphia, has been made general sales manager. J. W. Hitchcock has been made assistant sales manager.

Five divisional sales areas in the United States have been created by the Atwater Kent company, and the following men appointed in these territories: Northeastern sales manager, George H. Juad; Southeastern sales manager, J. Harry Hickey; Central sales manager, E. E. Rhoads; West Central sales manager, H. T. Stockholm, and Pacific Coast sales manager, L. M. Willis.

Death of Samuel Moffitt

Samuel Moffitt, at one time a partner in the J. Walter Thompson Company, died this week at New York. He retired from active participation in the advertising agency business fifteen years ago. Since that time he had been interested in his hobby, the study of trees and shrubbery, and recently gave the city of New York and his native city of St. Louis many trees to be planted in parks. Mr. Moffitt, who was sixty-nine years old at the time of his death, was a director of the American Sumatra Tobacco Company and had large investments in various enterprises in the baking and tobacco industries.

Now Littlehale-Burnham-Rossiter, Inc.

Littlehale-Burnham-Fulton, Inc., New York advertising agency, has changed its name to Littlehale-Burnham-Rossiter, Inc. Ralph Rossiter, vice-president of the agency, has been made a member of the firm and will serve as secretary and director.

K. J. Ward with Doremus

Kenneth J. Ward, recently with Crowell, Crane, Williams & Company, Inc., Chicago advertising agency, and, formerly with the Campbell-Ewald Company, Detroit, has joined the copy staff of the Chicago office of Doremus & Company, Inc.

Majestic Silk to Carlyle Agency

The Majestic Silk Mills, Inc., New York, has appointed the Carlyle Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Goss Company Advances H. C. Mount

H. C. Mount, who has been associated with the Goss Printing Press Company, Inc., Chicago, for the last ten years, has been appointed vice-president and sales manager of that firm.

Fox Hearst Appoints Wilding Picture Productions

The Fox Hearst Corporation, New York, commercial division, licensed by Western Electric Company to produce Movietone Talking Pictures for commercial and educational purposes, has appointed the Wilding Picture Productions, Inc., Detroit, as its exclusive sales and production representatives for nine Central West States. A branch office has been established in Chicago, and offices at other points are planned.

N. E. Wilding, president and general manager of the Wilding company, assisted by X. F. Sutton, is in charge of the commercial talking picture activities.

New Accounts to Guntz Agency

The Sinclair Scott Company, maker of household and canning machinery, and the Finance Company of America, both of Baltimore, have appointed E. Lyell Guntz, Inc., advertising agency of that city, to direct their advertising accounts. Magazines and direct mail will be used on the former account and newspapers and direct mail on the latter.

G. R. Hunter Joins Fuller & Smith

G. Richard Hunter, recently advertising manager of the Great Lakes Aircraft Corporation, Cleveland, and, for several years, with the Chicago office of Ruthrauff & Ryan, Inc., has joined Fuller & Smith, Cleveland advertising agency, as an account executive.

Appoints Ewing, Jones & Higgins

I. Fischman & Sons, Philadelphia, manufacturers of soda fountain equipment, have appointed the Philadelphia office of Ewing, Jones & Higgins, Inc., advertising agency, to direct their advertising account.

Whitten Agency Advances H. F. King

Herbert F. King, an account executive of Edmund S. Whitten, Inc., Boston advertising agency, has been appointed vice-president in charge of industrial advertising.

With Reach Agency

Homer Harding, formerly art director of L. Bamberger & Company, Newark department store, has been appointed art director of Chas. Dallas Reach, advertising agency of that city.

Appoints Cleveland & Shaw

The Excelsior Quilting Company, Long Island City, N. Y., has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.



Who is the Best Loved Californian?

Hundreds of thousands would vote for John Steven McGroarty, world famous author of the California Mission Play—now well past its 3,000th performance, establishing the longest continuous playrun in history.

His page of homely philosophy in The Sunday Times magazine is one of the long list of gripping local features that have helped build up the largest body of newspaper subscribers on the Pacific Coast.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

National Outdoor Bureau Elections

At the annual meeting of the National Outdoor Advertising Bureau, Inc., Ernest E. Dallis, of the Johnson-Dallis Company, Atlanta, was elected a member of the board of directors. All other officers and directors were re-elected.

Officers of the Bureau, which represents 231 advertising agency members, are: President, George C. Sherman, president, George C. Sherman Co.; vice-presidents, Henry T. Ewald, Campbell-Ewald Co., William D. McJunkin, president, McJunkin Advertising Co., H. F. Gilhofer, Western manager of the Bureau, and F. T. Hopkins, general manager of the Bureau; secretary, R. P. Clayberger, treasurer, Calkins & Holden, Inc. F. J. Ross, president, F. J. Ross Company, is treasurer.

These officers and Mr. Dallis, together with the following, constitute the board of directors, of which Mr. Ewald is chairman: Harrison Atwood, vice-president, The H. K. McCann Co.; L. Ames Brown, president, Lord & Thomas and Logan, Inc.; Starling H. Busser, vice-president, Batten, Barton, Durstine & Osborn, Inc.; Don Francisco, vice-president, Lord & Thomas and Logan, Inc.; H. S. Gardner, president, Gardner Advertising Co., Inc., and B. B. Geyer, president, Geyer Co.

William H. Johns, president, Batten, Barton, Durstine & Osborn, Inc.; Gilbert Kinney, vice-president, J. Walter Thompson Co., Inc.; Stuart O. Landry, president and treasurer, Chambers Agency, Inc.; Eugene McGuckin, president, The Eugene McGuckin Co.; H. K. McCann, president, The H. K. McCann Co.; George Harrison Phelps, president, George Harrison Phelps, Inc.; Stanley Resor, president, J. Walter Thompson Co., Inc., and Mason Warner, president, Mason Warner Co., Inc.

The board of directors will meet semi-annually and the executive committee will meet monthly. Both groups will meet more often when necessary.

Yucatan Sisal Growers to Advertise

The Co-operative Sisal Growers of Yucatan are planning an advertising campaign which will be addressed to the American agricultural industry on binder twine made of Yucatan sisal. This campaign, which is being supported by more than ninety-nine per cent of the farmers of Yucatan, will make its appearance in early issues of national and sectional farm and other publications. The grain producing areas of the United States and Canada, it is stated, are the world's greatest market for this product.

N. W. Ayer & Son, Inc., is directing the campaign.

D. A. Wolff Advanced by Gainaday Electric

D. A. Wolff, for the last year and a half assistant advertising manager of the Gainaday Electric Company, Pittsburgh, has been made advertising manager.

New Accounts to John Bunker Agency

The American Fluresit Company, Cincinnati, manufacturer of waterproofing admixtures, building preservatives, floor surfaces, etc., has appointed John Bunker, Inc., advertising agency of that city, to direct its advertising account. This agency has also been appointed to handle the account of The Duromit Distributing Company, distributor of Duromit concrete floor surfacing, a subsidiary of the Fluresit company.

The Ruthman Machinery Company, Cincinnati, Gusher Coolant pumps, has also appointed the Bunker agency to direct its advertising account.

House Again Passes Flag Desecration Bill

A bill (H. R. 742) to prevent desecration of the flag and insignia of the United States was passed last week by the House of Representatives. This would prohibit the use of the American flag or Government insignia in any form of advertising. Forty-seven States have flag desecration laws many of which refer to the use of the flag in advertisements, but there is no Federal law at present. An identical bill was passed by the House in the last Congress.

Levi A. Ault Dead

Levi Addison Ault, founder of the Ault & Wiborg Company, Cincinnati, printing inks, died last week at Cincinnati. He was seventy-eight years of age. For nearly fifty years, Mr. Ault was active head of the printing ink company, which was made the nucleus of a merger in 1928. Mr. Ault, who was prominent as a philanthropist, has been called the father of Cincinnati's park system, because of his active interest in extension of the city's parks.

Pacific Northwest Paper Mills Transfer M. G. Dunnagan

M. G. Dunnagan, formerly advertising and sales promotion manager of the Pacific Northwest Paper Mills, Inc., Portland, Ore., has been made Eastern representative of that company with headquarters at New York.

Edwin Bird Wilson Appoints C. A. Walker

C. Alan Walker is now director of copy and art of the Los Angeles office of Edwin Bird Wilson, Inc. He succeeds Verne Hawkins, who is now with the Lockwood-Shackelford Company, Los Angeles advertising agency.

Appoints Tuthill Agency

The Orange Screen Company, Maplewood, N. J., has appointed the Tuthill Advertising Agency, New York, to direct its advertising account. Magazines, newspapers and business papers will be used.

"Oh! Oh! I write an ad!"
by O. O. McIntyre



I'm told that one more train a day comes in to New York from Chicago than goes out. I don't know where they're parking the extra cars—or even if the extra people are all staying here. Anyway, Joe, our pressman, told me last night that our daily runs grow larger every day—and that more and more are being added to the Sunday circulation of a million-and-more. I know, too, that a lot of my friends who used to live in Manhattan have taken places in the suburbs—maybe forced out by the incoming Chicagoans. But, Charlie, of the circulation department, says that more New York Americans are bought in the Larchmonts and Ridgewoods than ever before. Of course, I wouldn't claim credit for the growth of the new American or for the high character of its circulation. But the editor claims I wouldn't be worth a cent to him if American readers weren't the modern sort of people who want to keep in touch with this modern New York.

THE

NEW YORK AMERICAN

THE WAY TO REACH THE MODERNS

WALTER MANN

~ *Nationally Known Market Analyst* ~

SAYS

In the January 25th issue of SALES MANAGEMENT

The Cleveland Press

Detroit - Atlanta - Dallas
San Francisco

NATIONAL ADVERTISING DEPT.
of The Scripps Newspapers

230 Park Avenue, New York, Michigan

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OFFICIAL PUBLICATION

EVERY once in a while, when advertising executives are just about to get their ideas nicely crystallized, someone throws a monkey wrench into the machinery and the advertiser is shocked into the full realization of an hitherto vaguely comprehended **TRUTH**. This gauntlet throwing isn't always a pleasant process, but **IS** usually a beneficial one, for all concerned. For the **REAL** strength of a newspaper, no matter how strong it may be outside, is necessarily in the city and suburbs where it is published and, in the main, distributed.

THUS writes Walter Mann, nationally recognized market analyst, in a review of the recent Cleveland Press book, "The Rich Markets of North Eastern Ohio," in the January 25th issue of Sales Management magazine.

Ten important national organizations which have analyzed marketing conditions in northeastern Ohio agree. 436 distributors of nationally advertised products also confirm Mr. Mann's statement that "the **REAL** strength of a newspaper is . . . where it is published and distributed."



If you are interested in the *Truth*, if you'd like to learn more about the **TRUE** Cleveland Market, write to The Cleveland Press for your copy of this great book.

It gives a detailed analysis of sales conditions in the 7 principal cities of this section, an enumeration of the more important retail and wholesale outlets, estimates of purchasing power, percapita wealth, volume of income, bank deposits, annual payroll, auto and school registrations—and a wealth of other valuable data. Write for your copy today.

Press



A Scripps-Howard Newspaper

Philadelphia - Buffalo
Los Angeles

DIVING DEPARTMENT

Scripps Newspapers

New York Michigan Ave., Chicago

OF THE PRESS, AND OF MEDIA RECORDS, INCORPORATED

A New High Record— 4,782,500 Lines Financial Advertising in 1929

DESPITE the highest standards for acceptability of advertising, in which The Times is acknowledged leader, and the consequent rejection of tens of thousands of lines, The Times' financial advertising volume in 1929 established—

A world record for any newspaper in one year

A lead of 2,280,010 lines over any other New York newspaper

A gain of 803,664 lines over The Times own record of 1928

Almost twice the gain of any other New York newspaper

The New York Times

*Net paid sale over 430,000
weekdays, 750,000 Sundays*

Eight Refrigerator Companies Advertise with a Power Company

The Power Company Gained in Kilowatt Hour Sales—the Others in Refrigerator Sales

By George N. Kramer

A SIX-MONTHS co-operative merchandising campaign between the Los Angeles Department of Water and Power and manufacturers, distributors and retailers of electric refrigerators has been brought to a successful close. According to officials of the eight national and local co-operating firms, sales of refrigerators were doubled during the period and this was attributed largely to the advertising program. The municipal department, at the same time, succeeded in accomplishing what constituted the original idea underlying the campaign—the merchandising of kilowatt hours.

Built around the slogan "\$1.50 or less a month to operate an electric refrigerator," the opening guns blazed forth in the local newspapers with a full-page advertisement and was followed by an incessant firing of regular insertions in sixty community newspapers within the metropolitan district. Twice a month the message of low operating costs at municipal electric rates was carried to the public. Five magazines, also published in Los Angeles, carried an advertisement every month during the campaign.

Direct mail, poster boards, radio dealer helps and recipe books were all employed to help tell the sales story. Employed simultaneously and embodying the same appeal, the education of the public to refrigerator-mindedness was under way. Described as "An advertising and merchandising plan to promote the sale of municipal electricity through the medium of electric refrigeration," the purpose was to overcome the popular misconception that electric refrigeration is expensive. Once the householder became convinced of the truth of the slogan—" \$1.50 or less a month"—the way was clear for

merchandising both refrigerators and kilowatt hours.

No angle was overlooked in putting over the message. On every prominent highway leading into the city, forty-six large colored outdoor posters reminded the passersby that an electric refrigerator could be operated at municipal rates for \$1.50 or less. Every day, for two months, seven Los Angeles broadcasting stations made announcements to that effect during the household economic hours. A book of recipes for use with an electric refrigerator was compiled especially for distribution during the campaign, not a cheap advertising book, but including exactly 150 recipes, to strengthen the appeal based on \$1.50 or less. Display cards made up by the department for use in salesrooms of distributors, department and electric stores, display rooms and windows, were likewise distributed gratis.

Sixty thousand pieces of direct-mail literature were sent out by the Department of Water and Power each month, approximately 8,000 for each of the eight co-operating refrigerator companies. These were attractive four-page folders of standard size, on which was printed each month a different letter by the department. A mailing list of 60,000 names, taken from the list of users of municipal electricity and selected because the amount of current consumed seemed to warrant their ability to buy an electric refrigerator, was thus circularized within the period of the campaign, each customer receiving during that time one letter from each of the eight firms. Furnishing the folders with appropriate color design and copy of the respective makes of refrigerators was the only expense which the department required the co-

operating companies to shoulder. Reply cards were enclosed at the option of the individual firms, but all mailing expense was borne by the municipal department.

After the campaign was over, the writer asked the sales managers of the eight firms to give their impressions on the success of the merchandising program. Without a single exception, much enthusiasm was shown. They declared that sales had been doubled, much of the increase due directly to the municipal venture. Results were judged by the number of reply cards returned, the percentage of visitors to the showrooms making mention of the \$1.50 or less slogan, the inquiries received in various ways wanting to know if it was really true that an electric refrigerator could be operated so economically, questionnaires given to college students, and conversations with prospective buyers.

Quoting exact figures was not attempted by any of the firms. The reason was aptly stated by one of the men who said, "It would not be fair either to the Department of Water and Power or to the value of the advertising campaign itself, for we cannot know how many people called in person, made purchases or have become interested to the extent of buying during the present year on the strength of the educational merits of the various advertising media. The merits of the campaign have been so far-reaching both in complete coverage and in changing the attitude of the public that it would be futile to attempt to measure its exact results."

All but one of the firms reported success in their follow-up work and the one that did not was unfortunately so situated at the time that it was unable to take advantage of the opportunity offered, according to the sales manager. For one thing, no reply cards were enclosed with its folders. In spite of that, he did not hesitate to state that the firm had obtained good results and that regardless of the handicap it was greatly benefited.

Paradoxical as it might appear on the surface, the distributors of

ice were invited into the venture and a partial participation was obtained by those who at first saw nothing but dire disaster to their industry because of the municipal advertising of electric refrigeration, when it had not a single refrigerator to sell. But protest and probable retaliatory and destructive publicity on their part was soon turned into new channels when it was shown that the intention was to educate the public to an idea—the use of refrigeration—rather than to a certain type. Those who saw the light began constructive advertising on their own account and profited by a threefold and fourfold business over that enjoyed during the same period the year before. The tie-in was in this case the advocating of all-year-round use of ice for the health of the family and sound economic principles. It was discovered that 100,000 homes in Los Angeles were without a refrigerator of any kind and, taking advantage of this fact, the municipal department sent out thousands of letters on refrigeration in general.

Not Institutional Advertising

In no sense may this be called institutional advertising, according to Burdett Moody, director of sales of the Department of Water and Power, who was largely responsible for putting over the campaign. "We have long been convinced," he said, "that institutional advertising in the sense of telling the public that we are serving it is not nearly so effective as to state plainly that we have something to sell. In this meaning of the term, we did no institutional advertising at all. We set out to merchandise kilowatt hours, because that is what we have to sell."

The merchandising principles underlying the campaign were worked out at a round table discussion of representatives invited by the municipal department to participate in a general discussion. The various groups fell in with the idea and yielded leadership to the city department because it had nothing to sell except kilowatt hours. It gave everyone an even

CHALLENGING AGAIN...
WINNING AGAIN...



In every test that counts—Performance, India values price.

Victorinox was the first Challenger. Certain the success of the new *Ego* Challenger.

[illegible]

And as the revolution was provoked

...and fastest in

The students must not be allowed to

The Next Issue Challenger is a "debut" issue.

Challenging

777

With greater power—quicker get-away—faster speed—more economy.

In distinctive good looks—great values—

equipment—reliability—price.
 Right body type—1-800-888-0000 choice of

The NEW **ESSEX** *Challenger*
AT A PRICE ALL CAN AFFORD

HUDSON-ESSEX through their agency, C. C. Winningham, Inc., is more than doubling their previous schedule of color pages in Liberty for 1930. At the lowest cost in the field of major magazines, Liberty introduces more than 2,250,000 families to your sales messages. They are people who respond to the editorial persuasion of such contributors as these in the February issues:

Warwick Deeping, F. Scott Fitzgerald, Franklin P. Adams, Beatrice Grimshaw, M. R. Werner, Frederick Hazlitt Brennan, A. E. W. Mason, Gutzon Borglum, Frederick Palmer, Rita Weiman, Elliott White Springs, Paul Annixter, Anthony Gibbs, Westbrook Pegler, Adela Rogers St. Johns, Edward Doherty and others.

• **Liberty**
A Weekly for Everybody

The Biggest Newsdealer Sale of Any Magazine

break and it was up to those who had something to sell to make the most of the opportunity.

"The success of the venture is undisputed and the good results of the stimulation of the campaign is apparent in increased sales," Mr. Moody concluded. "This is because we followed the general policy of this department, which is to develop and sell an idea rather than specific articles to consumers."

The eight co-operating electric refrigerator companies were Copeland, Electro-kold, Frigidaire, General Electric, Kelvinator, O'Keefe and Merritt, Servel and Zerozone. Each had two or three of its refrigerators connected and operating in the display room of the department, where many visitors to the Domestic Service Section could see the displays and obtain literature on any of the products.

What Groucho Says

He Resents Gent. Treas. Being Called a "Pain in the Neck"

THERE'S a feminine touch in the letter of R. Albert,* and feminine touches are things I'm keen for. Been trying for years to get the feminine touch into the copy for Industrial Fly Wheels Corporation, but writer and fool client insist that fly wheels are masculine. Instinct is better than logic. Sure it is. What is it we all say when an engine gets going? Isn't it "Watch *her* hum!"?

I gather that R. Albert may be as old as twenty-eight, which, of course, is a year and a half from knitting socks for granddaughter.

And she calls Gent. Treas. a "pain in the neck!" Just fancy that! Gent. Treas., I'll have you understand, is a pillar of the church, a pal of a coupla bankers or so, the guy who would put modern economics into advertising and buy drawings by the square inch. (He has, at least, much to say for that intriguing idea of art appraisal.) Why isn't it a good way? Anybody could appraise it with a foot rule, but see what happens in practice.

See that drawing over there? Don't be funny—that isn't a hash. Those overlay lines won't show in the cut. Yes, it has been pasted up a bit. Originally it was a smile surrounded by people and furniture plus an Ink-Flow Fountain Pen. Only thing everybody has agreed on is the smile. Client likes easy chairs, so one has been pasted over the modernistic book

case which client didn't like. Artist put in a plain black pen, client wanted to feature his new ebony and mother of pearl design—so pasted slip No. 2. Now he has a cream opal model and ebony and pearl paster must be stripped off and cream opal put on. Boss didn't like the checks on the fellow's pants, so slips of modest stripes were pasted over the pants.

I mentioned—oh why did I?—the fact that in these modern days the desk should be an antique. Three hours conference on that subject, week's work by a very sore Bonner getting an antique slip to paste over the old desk. Then we were over Ink-Flow Pen, then she had to have a woman's size pen in her hand—and so the revision went just fairly underway. There's a window paster on that drawing. See that woman? She was pasted in to give another smile of joy.

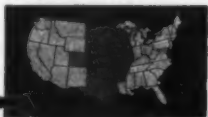
You know, R. Albert (I'll bet it's Rose or Rowena), you are all wrong about that "pain in the neck." We'd make money on that drawing if Gent. Treas. had his way and we charged \$1 a square inch including the original and all the pasted slips. Pasted slips alone would add \$57, even deducting those pasted on and torn off again. Take it from me, Gent. Treas. is a wise guy.

My full name? It's not a *Christian* name at all by the way. It is Mephistopheles Machiavelli Groucho. Much too busy on my job to sign all that, so must wait R. Albert a greeting merely as—
GROUCHO.

*See letter to Groucho from R. Albert, page 150, December 5, 1929, issue of PRINTERS' INK.

Six Million Families V V

6,969,522 families representing 28.6% of the total number of families in America, comprise the national farm market. Cultivate the cream of this great market through Capper's Farmer—the national farm magazine whose circulation is concentrated among the big-business farmers of the midwest. The large scale operators making large scale profits. The really prosperous farmers who are prospects for every conceivable kind of modern merchandise.



Capper's Farmer

ARTHUR CAPPER, *Publisher*
Topeka, Kansas

GUARANTEED CIRCULATION 925,000



“En Route” Papers vs.

SOME PAPERS, by their very make-up and style, are destined to be read mostly on trains . . . in offices . . . at odd moments. Adequate news sheets as far as they go . . . pleasant to scan in a hurry . . . but they don't sell much merchandise!

Other papers—relatively few in number—are edited primarily for home consumption. They require more serious attention, at times when readers are at leisure, free from interruption, in a receptive mood. Such papers may be regarded practically as buying guides in the home.

Nothing new in all this, of course. Advertisers have known these facts for years. The only question is—*how to determine which is the real home paper of any community that interests you?*

IN SOME CITIES a satisfactory answer can be obtained through analysis of daily circulations. Not so in Boston. With commuters carrying papers away from the sales point morning and evening—with two combination morning and evening papers in the field—it is impossible to identify the leading home paper from *daily* circulation figures.

The only day to judge home newspaper strength in Boston is Sunday, the day when papers go home.



the Boston Globe . . a "Home" Paper seven days a week

In the Boston Trading Area, one of the leading daily papers loses 20% of its circulation on Sunday. Another loses 53%. "En route" circulation that drops off the day when people read at home!

The Boston Globe tells a different story. It has the same circulation on Sunday in the Trading Area as on the other six days. It proves itself a home paper week days by holding its readers on Sunday.

Significant that Boston's great department stores, which live on home appeal, find it profitable to use more space in the Globe, daily as well as Sunday, than in any other Boston newspaper!

★ ★ ★

A COMPLETE ANALYSIS of the newspaper situation in America's fourth richest trading area is contained in the booklet, "Reaching Buying Power in the Boston Market." Write to the Boston Globe for a free copy.

Salesmen's Contests—The Final Round

"Is Zat So?" Says Mr. Biggs

RING LARDNER'S famous character, the Busher, being floored by some brilliant bit of repartee too hot to handle, took refuge in his widely quoted: "Is that so?" says I, and he didn't have no comeback."

Under the impact of Li'l Ah-thuh's—oh, pardon, I mean Arthur Little's—broadside directed at my perfectly harmless story in the January 16 issue of *PRINTERS' INK* my first impulse is to pipe up, "Is that so?" and call it a day.

Carrying classical allusion still farther, though, I might quote Moran and Mack:

"Don't you believe in dreams?"

"Nobody believes in dreams any more."

"Well, I do."

"Well, I don't."

"I still do."

What I'm driving at, Arthur, is that I still believe the sales contest is something properly decorated with a large and hesitant question mark. Maybe there was one in Washington, D. C., that worked—maybe there is a sales manager who sports a second lieutenant mustache and believes in packages of Piedmonts for perspiring plodders. What of it? I once knew a man who took Dana seriously and bit a dog. Bringing up your own stuff to confuse you I hereby declare that one hectic autumn evening in the metropolis of Norton, Kans., a sucker pulled on a rope and a real badger came forth to do battle. That, brothers of the loose foot and the wandering eye, was \$10,000 worth of entertain-

ment, the like of which these eyes will not behold again this side Valhalla. Ho, hum! Such days those were! The dealer who gleefully co-operated with me in securing the badger and in substituting him adroitly for a harmless bit of crockery at the psychological moment had always

been one of the most obdurate objectors to our line. But that night he hilariously passed me an order for an initial stock that made our manager's eyes pop out—but that's off the subject.

These three sets of facts do not necessarily establish that sales contests are desirable, that men bite dogs as a matter of daily custom, nor that a green salesman from the East always gets exactly what he bargains

for when appointed chief puller at a moonlight soiree down in the rear of the livery stable on a Saturday night. They are cases in point, to be sure. Just so much and no more are the three cases upon which Mr. Little rests his argument. So I demolish his contention by citation of four organizations which would not touch a sales contest with a ten-foot pole and a fifth that is getting heartily sick of its contests. Which proves, to any ordinarily addled jury, that I am right. Or, if you would rather have it that way, I'll be broad minded and admit I'm wrong. It doesn't make much difference. Those who believe in sales contests will continue to have them and to claim they are the answer to a maiden's prayer—we doubters

(Continued on page 188)

UNDER the title, "Contests Don't Stir Prickles on the 1930 Salesman's Spine," in "Printers' Ink" for January 16, George Biggs presented the thought that, thanks to the changing psychology of salesmen, contests are outmoded.

In our issue of January 30, Arthur H. Little countered with the idea: "To Keep Your Salesmen Happy, Give Them a Fight." In his love of battle, Mr. Little maintained, the salesman doesn't change.

On this page is presented Mr. Biggs' rebuttal; and on the opposite page, Mr. Little's answer.

"I Still Believe!" Says Mr. Little

UNDER the heading of comebacks, Mr. Biggs may also recall that the crushing question, "Is rat so?" was the title of a play, a comedy of manners in and around the prize ring. A most revealing drama it was, too; for it disclosed that, generally speaking, the only genuine dumbbells in the fighting industry are the combatants; and that, generally speaking again, the only man in the business who exhibits the symptoms of a grain of sense is the referee. He gets paid for doing no fighting at all. Only occasionally is he called upon to exert himself to the extent of counting. And then, as I understand it, he's on piece-work. Anyway, if he counts above ten—for instance, up to fourteen—he exposes himself to a bonus.

There's a moral in that paragraph for Mr. Biggs and me. The one important issue that we've overlooked in this scrap of ours, George, is a percentage of the gate. And now to counter his latest lead—

Having hurled the water bucket at me, he now throws the lately litigating firm of Moran and Mack. Moran believes in dreams. Mack, the doubter, believes not. But Moran *still* believes! Mr. Biggs invoked this *tête-à-tête* by doubting. I believed. He redoubles his doubt and gives me Sargon. I still believe. I'd still believe if he gave me Nujol.

And about that epochal evening in Norton, Kan., when a wide-eyed abecedarian pulled the rope and a real badger came forth to fight: What have we here but confusion for my opponent's own contention, what but a boomerang for Mr. Biggs? Vital here, customers, is an element that he glosses over, the damning element of time. How long ago was that evening? From between the lines we exhume the inference that it was back a considerable stretch of years, perhaps just this side the era when, in Kansas, salesmen rode horseback—as did Mr. Biggs himself—and men were men unless they were shepherders.

For the change that has come

over salesmen, for the transformation that—seemingly, in one swishing swipe—has cloven their chins and seeded their mustaches and armored their hearts against thrills and, as a finishing touch, has surrounded them with an aura of gasoline, Mr. Biggs indicts sophistication. And when came the onset of this catastrophe? Day before yesterday? No, George. It came, if indeed it came at all, way back yonder when you, yourself, were one of salesmanship's newest neophytes. It dawned on that dire evening in Norton when this sophistication that you so deeply deplore despoiled an historic institution by introducing into the technique of its presentation sophistication's own cardinal qualities of deception and the double-cross. To that defloration you, by your own admission, were a gloating party. And you went wholesale. In its traditional and undefiled form, the badger fight was merely a source of surprise—and, most likely relieved surprise, at that—for one person. But you, conniving with a dealer who was also a double-dealer, debased it into a medium by which you deceived and double-crossed a populace.

The Real Issue

My dictum that the salesman of 1930 is no different inside from the salesman of 1910 you call euphemism. The real issue, you say, is not salesmen's contests at all, but the question of how salesmen are to be supervised by their superiors—whether executives are to educate their men into a realization that, by taking thought, mankind has climbed the hill, up from savagery. Whether the supervisors of salesmen are aware that "young men are being educated to believe that old standards are wrong," and that mankind lifts its eyes in the hope of beholding Utopia.

The old standards wrong? So it seemed in 1914, when mankind forgot that it was written: "Thou shalt not kill!" And yet, even today, while nations quibble over navies, mankind knows that the

Getting Results

from

Broadcast Advertising

OPPPOSITE is a list of radio programs in the development of which we have collaborated. These advertisers are finding that broadcast advertising brings a rich return when used as an adjunct to other forms of advertising in a well-planned sales program.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO

NEW YORK

LONDON

PARIS

LOS ANGELES

WASHINGTON

SAN FRANCISCO

TORONTO

MONTREAL

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest

NATIONAL

<i>Client</i>	<i>Hour</i>	<i>Day</i>	<i>Station Used</i>
American Tobacco Co. "Lucky Strike Hour"	10:00-11:00 p.m. EST	Every Sat.	WEAF and 40 associated N. B.C. stations
Cities Service Co. "Cities Service Hour"	8:00-9:00 p.m. EST	Every Fri.	WEAF and 33 associated N. B.C. stations
Colgate-Palmolive-Peet Co. "Palmolive Hour"	9:30-10:30 p.m. EST	Every Wed.	WEAF and 38 associated N. B.C. stations
General Electric Co. "General Electric Hour"	9:00-10:00 p.m. EST	Every Sat.	WEAF and 39 associated N. B.C. stations
Pepsodent Co. "Amos 'n' Andy"	7:00 p.m., EST and 10:30 p.m., CST	Every night except Sun.	WJZ and 37 associated N. B.C. stations
Pure Oil Co. "Pure Oil Hour"	8:00-8:30 p.m. EST	Every Tues.	WJZ and 20 associated N. B.C. stations
RCA Victor Co., Inc. "RCA Victor Hour"	10:00-11:00 p.m. EST	Every Thurs.	WEAF and 44 associated N. B.C. stations

SECTIONAL

<i>Client</i>	<i>Hour</i>	<i>Day</i>	<i>Station Used</i>
Associated Oil Co.	8:00-8:30 p.m. PST	Every Wed.	KPO and 4 associated N. B. C. stations
California Fruit Growers Exchange "Sunkist Serenaders"	8:45-9:15 p.m. PST	Every Wed.	KGO and 4 associated N. B. C. stations
R. Cooper, Jr. (G-E Refrigerators)	8:00 and 9:00 p.m. CST	Every Sat.	WIBO
International Mercantile Marine Co.	8:00-8:30 p.m.	Twice a month	WCDA
M. J. B. Coffee Co.	10:30-11:30 a.m.	Fri. morning	KGO and 4 associated N. B.C. stations
Union Oil Co.	8:45-9:00 p.m. PST	Tues. and Thurs.	KGO and 4 associated N. B.C. stations

spirit of the Word still prevails, and that universal peace indeed is not a dream. Has a sophisticated Congress or a case-hardened Federal Trade Commission repealed the Golden Rule? And who can say that these standards are not old?

But meanwhile, how is a sales manager to guide the work and mold the opinions of his men? What is he to say, for instance, to the salesman who tells him calmly: "I'm not working very hard on this next dealer. I don't need him, and competition has done a pretty good job of lining him up. If I sold him, I'd merely stir up competition to the point where they'd steal a dealer from me"? Or what shall he say to the salesman who tells him: "I'm not working very hard on that special campaign. I know when I'm working hard enough. And, besides, it's uneconomic to sell too much"?

Shall the sales manager smile and say: "That's right, my boy. Don't over-exert. Besides, you know more about business than we do at headquarters. How about shooting a little pool?" Or, remembering that time when he, as a salesman, horsebacked through a blizzard to sign a dealer a day, will the sales manager not inquire, in a fatherly fashion, about the state of the young man's liver?

You confide, Mr. Biggs, that you fear, not the young men, but the oldsters, the dodderers, who once saw visions, but now dream dreams—"men who look to a changeless past and try to see its image projected into a changing future." They, you fear, are the ones who err. And you recall that legend of the chosen people.

I, too, recall a legend. It's a story about youth—youth that loves achievement—youth that, through the ages, has taught its elders that life is indeed a contest, a never-ending warfare against danger and difficulty, and even disbelief.

"Now the Philistines gathered together their armies to battle . . . And Saul and the men of Israel were gathered together and pitched by the valley of Elah, and set the battle in array against the Philistines."

Out from the ranks of the Philistines strode one who was called Goliath, and whose height was six cubits and a span. And the mighty one defied the men of Israel.

Into the camp of Israel slipped a ruddy boy, come to bring food to his brothers. His name was David. The boy saw the giant, and heard the challenge. And he set his jaw and clenched his fists and marched to Saul to say: "Thy servant will go and fight with this Philistine."

Saul's comment is significant, for it echoed the thoughts of all the men of Israel—all the oldsters. Saul said: "Thou art not able to go against this Philistine to fight with him; for thou art but a youth, and he a man of war from his youth."

But the boy stood his ground. Can't you see him, George, as he stood there, his chin tilted in determination, his words close-clipped as, by way of qualifying himself, he told how he had slain a lion and a bear?

And finally Saul, guided by that gleam of wisdom that comes but rarely to men, clad the boy in coat of mail and said: "Go, and the Lord be with thee!"

And the boy went forth and faced the giant. The whipping arc of a practiced arm, the snap of a sling, the whistle of a speeding stone—and Goliath fell.

Youth, Mr. Biggs, yea even the youth who is a salesman, will make a battle for himself. And the oldsters, it would seem, are wise who encourage him and stand not in his path. For twice, subsequently it came to pass, that David was in a position to spare Saul's life. And the boy who, by the valley of Elah, heard and accepted the challenge of Goliath, later heard echoing over those ancient hills the cry: "A king, a king has risen!"

General Motors Elects

Charles P. Fiske has been elected vice president in charge of domestic borrowing and financial sales operations of the General Motors Acceptance Corporation, New York. R. G. Hutchison has been made vice-president in charge of overseas branch operations and J. H. McMahon vice-president in charge of credits.

75,000 Promised and Delivered

ON June 14th, 1929 THE BUSINESS WEEK was announced to the public and to the advertising world. These announcements promised a circulation of 75,000 net paid, A B C—no more, no less.

On September 7th the first issue of THE BUSINESS WEEK made its appearance. Its net paid circulation made good its promise—comfortably.

The February 19, 1930 issue has gone to press with a net paid mail and newsstand circulation in excess of 75,000.

THE BUSINESS WEEK has just filed with the Audit Bureau of Circulations a publisher's statement setting forth the circulation statistics for the period ending December 31st last. It will soon be available to anyone who wants detailed information.

The circulation data on current issues are immediately available.

During the week ending January 27, 1930, 848 (total) subscriptions were received by THE BUSINESS WEEK. They classify as follows:

Chairmen	2
Presidents	188
Vice Presidents	132
Treasurers	59
Secretaries	55
General Managers	71
Managers (of depts., branches, etc.)	124
Assistants to above.....	54
Owners	27
Partners	27
Miscellaneous (functions other than above).....	68
Companies	20
Unclassified	21

These subscriptions were obtained by mail offer and subscription salesmen. Not one was obtained by means of a premium or other high pressure method.

Any advertiser, advertising agent, or space salesman is welcome to see and study name-by-name, title-by-title, company-by-company, the week's circulation detailed above or that for any other week.

There's a lot more to be said about circulation. THE BUSINESS WEEK is ready to go into details with anyone, anywhere, anytime.

THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

LIKE THE FARMER, YOU CAN REAP YOUR

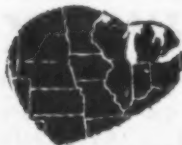
Her sister in ILLINOIS



HOW charming this hostess whose poise and assurance bespeak a broad outlook and substantial income! We present you, gentlemen, to the lovely wife of a "Heart" farmer—modern to the very tips of her dainty fingers.

Can this really be "her sister in Illinois"? Is this home, equipped with every convenience, actually a farm house? Indeed—for farming in the 13 upper Mississippi Valley states served by Successful Farming, is big business.

Here good roads and automobiles, radio, telephone and travel have brought metropolitan thought and city luxuries to the farm. The "country cousin" has disappeared—a new woman takes her place. Her desires are many, and big-scale, scientific farming provides the means to satisfy them.



Successful Farming serves the agricultural heart of America

In the "Heart" region is 30% of the nation's farm population—farmers in the "Heart" produce half of the nation's farm cash income annually. Farming is diversified and brings year around income. Progressive men are attracted to this

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Feb. 13, 1930

PRINTERS' INK

71

GREATEST SALES HARVEST IN THE HEART



rich district where big-scale operation gets its greatest reward.

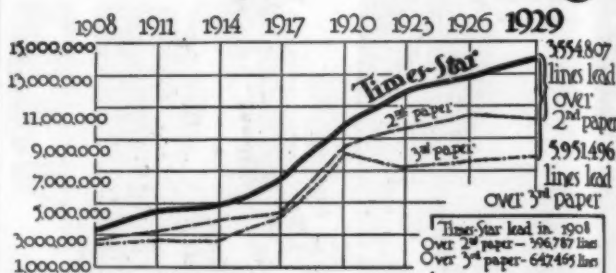
Successful Farming is edited for "Heart" farmers. Its editorials are directed to the particular interests and needs of farming as practiced in the 13 "Heart" states. "Heart" farmers have awarded it an unparalleled degree of confidence because it talks their language—discusses their crops and their problems.

Manufacturers can win the interest of 1,150,000 prosperous families through this powerful magazine that reaches more "Heart" farmers than any other farm publication. Advertisers who cultivate this market reap a bumper crop of sales.

Successful Farming

The Magazine of Farm Business and Farm Homes
Meredith Publishing Co., Des Moines

A New Peak in Times-Star display lineage



Display Lines **With the greatest margin of lead enjoyed in its 22nd year of leadership.**

THE TIMES-STAR has held the position of leadership in display lineage since 1908. In that year it carried 3,157,791 lines of display, which was a lead over the second paper of 396,787 lines; a lead over the third paper of 647,465 lines.

In 1929 The Times-Star carried 13,813,832 lines of display advertising, the largest in its 93 years of publishing life. This was a lead over the second paper of 3,554,807 lines; and a lead over the third paper of 5,951,496 lines.

"Lots of water has gone under the bridge" since 1908 and the greatest volume of display advertising continues to flow to The Times-Star.

The experienced advertiser has found that The Times-Star alone produces results.

The Cincinnati Times-Star

Eastern Representative
MARTIN L. MARSH
60 East 42nd St.
New York City, N. Y.

Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Illinois

A Straight Line Isn't the Shortest Distance to Merchandising Profits

How Cluett, Peabody Are Advertising and Selling Arrow Shirts

By C. B. Larrabee

A MILLION and a half shirts are a lot of shirts. Yet in 1929 Cluett, Peabody & Co., Inc., sold more than that number of white shirts of a single model, the Trump.

Taken by itself that record is spectacular enough to suit anybody, but if we were looking for the spectacular alone this article might as well have ended at the last period. The record rather should be taken as one proof of the rightness of a business policy built on the somewhat Einsteinian theory that a straight line is not the shortest way to profits, at least not in merchandising. Better, perhaps, the theory can be stated this way: Two lines, one going, the other coming, are better than a single line, no matter how fast we travel along that line in any given direction.

The Arrow policy, simply stated, is that in creating any merchandising plan, the place to commence is in the retail store, the half-way point is the factory, and the destination the retail store again. It is a policy which was successful not only in selling more than 1,500,000 Trump white shirts, but has been used successfully since and will be used in the 1930 line which was announced last week to consumers.

Another basic principle of the Arrow policy is that a good merchandising policy should be hung in a leader. Now that is nothing new as a business discovery but as it is applied by Cluett, Peabody has all the merit of a novelty. Shirts, you see, are subject to style and, therefore, unlike soap or cosmetics, change from year to

year. Campbell can create a leader and stick to that leader unchanged for years. Arrow must change the design and fabric of its leader from season to season.

Of course, the company can build a leader on a name, such as Trump, and, theoretically and

**ARROW
TRUMP
SHIRTS**

Arrow has discovered and patented a new process to alter the "dread" size of the shirt. It absolutely guarantees that your collar will not shrink, your sleeves will not stretch, and the length of your shirt will remain the same throughout its life. The new process is applied first to the famous Trump shirt, of fine broadcloth. You can now buy your entire size for Trump is guaranteed for permanent fit. This unqualified guarantee means not only the lifetime value, but all new collar shrinkage of which, of course, have genuine Arrow Collars valued so often. Trump-the-longest-lasting shirt, justifies its name. You get your money back. At \$1.95 for the white and \$2.15 for the colored your shirt wardrobe can be as durable as it is varied. Only Arrow uses this process, only Arrow could make and keep on hand the a promise of the only Arrow could make you so fine a price for "no shrink" as Trump. Arrow, in short, uses your confidence with color and helps it with permanent and style.

IN WHITE

\$1.95

IN COLOR

\$2.15



ARROW COLLARS
SHIRTS sold as fast
as new clothing
guarantee
"FIT" for your
body and
keep it in new
style and color
for the whole
year, no matter
how long.

CLUETT, PEABODY & CO., INC., 1707 N. Y.

Arrow Collars, Broadcloth, Shirts, Underwear

The First Advertisement Announcing the Permanent Fit Guarantee Is in Color

probably actually, push the name consistently over a long period of time, although the actual fabrics and design of the shirts sold under that name would change frequently. The company does not do that, which brings us to the third point.

The company believes in flexibility and for that reason changes its leaders. Trump was pushed heavily and still is being pushed

! ARROW'S MOST POPULAR SHIRTS
IS NOW (through a new-line new patented process)
GUARANTEES FOR PERMANENT FIT!

! AND BEHIND ITS FAMOUS WHITE
(of which we have 1,500,000 for you) TRUMP
IS NOW READY IN HIGH COLORS
GUARANTEES FIRST COLOR, OF COURSE



Only Arrow Shirts have Arrow Collars

but in the meantime other shirts are given their place in the sun, for reasons which will be expanded on a little later in this article. Therefore, although Trump occupies a big place in the line, the spring leader, around which much advertising and merchandising effort is being built, will be Arabond, a shirt which sells for \$2.85, three for \$8, as opposed to the \$1.95 of the Trump in white. Note the flexibility in the prices of featured shirts.

The fourth point to be noted is that Arrow shirts are named, and the names dramatized. This follows a policy set down years ago in the pushing of Arrow collars. This year, for instance, there are six different grades in the line, each with its own name. They are Trump (\$1.95 in white, \$2.15 in color), Paddock (\$2.50), Arabond (\$2.85), Mayfair (\$3), Claridge (\$3.50), Baronet (\$5).

As a fifth point, there is the company's belief in staples. Here is where the great bulk of the shirt business is done, in conservative staples. It is the radically fancy shirt that finds itself marked down to \$1.69 from \$5 at the semi-annual sale. Thus the company concentrates on staples (its patterned shirts in so-called fancy designs are conservatively patterned) and, point six, does not cater to sale merchandise.

Its philosophy here is simple. It believes that if merchandise is priced as low as possible in the beginning the consumer will get better value and the dealer will have a more stable business. It proved this, for instance, when it took over a shirt department in a retail store for experimental purposes. The dealer had been getting four turns a year following the usual practices of plenty of fancy shirts and periodic sales. Arrow stocked the department completely, eliminated sales and gave the dealer sixteen turns. Its records show that it is possible for a dealer to get thirty-one turns with the Arrow line.

Point seven, in the company's policy, is the use of prices in advertising. Every Arrow advertisement features price and in the

Arabond advertising, to break in April, the company will do the unusual thing of featuring price not only in single units, but in units of three—\$2.85 for one, three for \$8.

Point eight is a love for the specific. Arrow advertising forgets the generalities and plugs the specifics not only in price but in everything else. Arrow copy, therefore, is notable for its effective compression.

The points just outlined are, perhaps, the most important in the present policy. There are others, such as a belief in color to sell color merchandise, the value of the advertising portfolio, etc. These, however, are secondary.

Before proceeding to the current advertising campaign it will be well to expand on the company's most important merchandising theory.

"In our merchandising," explains A. O. Buckingham, advertising manager of the company, "we reverse the usual procedure. The accepted method of working is to create an idea or a product or both and then to sell them to the dealer.

"We go first to the consumer as he is in the retail store. In other words we study demand, what it has been, is and will be. From our study of demand we create a shirt to satisfy the demand. We then take that shirt and determine the price in the light of predicted demand. For instance, in creating our colored Trumps we were able to predict a sufficient demand to enable us to place large enough orders with mills so that the price was lowered to a point appreciably under the point at which we should have had to price the shirt if we could not have predicted heavy demand. Here, of course, is evidence of the value of our policy on staples and also on sales. Had we been forced to figure on radically fancy designs our prices would have been much higher since we could not have made quantity purchases. Also, had we been forced to think in terms of sales we should have had to charge more originally.

"Having the shirt and the price

INDIANA

Far reaching, prosperous farms—strategically situated industrial cities—a rich, active market you cannot afford to neglect.

And here—as in the fifteen other states where Packer maintains outdoor advertising plants—national advertisers depend upon Packer for the fine coverage and splendid service that has so quickly earned for the Packer organization the enviable reputation it enjoys today.

PACKER

Executive Offices: Operating Office for
UNION TRUST BLDG. I N D I A N A
CLEVELAND, OHIO R I C H M O N D

we now return again to the dealer's store and begin to determine what the dealer can do to sell the shirt. Here we definitely figure on the dealer's window.

"For some years I was a salesman. In fact I still get out on the road when opportunity offers. Because of this experience I know the value of window display. There are few retailers handling our merchandise who do not take unusual pride in their window displays. The large stores employ high-salaried display men. The smaller stores may not have men who devote their whole time to display but each store has some one who prides himself on his ability to create a good window. Often this man is the proprietor himself. Therefore, if a manufacturer can create an idea which offers the retailer an opportunity for striking windows, that idea is bound to succeed.

"Take the name, Trump. It was ideal. We furnished display material built on the playing card theme and in almost every store the display man went us one better. He welcomed an opportunity for a legitimate tie-up between the current interest in bridge and a good piece of merchandise. Our next featured shirt was the Air-tone. This gave the dealers a chance to let loose their pent-up desires to capitalize current interest in aviation. Some of the dealers went so far as to create miniature airports as a background for our shirts. Our April feature, Arabond, coupled with our new guarantee gives the dealer his chance either to use the material we send him for his windows or to take from that material ideas which he can expand as he sees fit.

"Once we get that kind of support from our dealers our merchandising worries are over. We can get it, however, only by following our policy of building every merchandising idea first from the retail store, next from the factory, and last from the store again."

The mention of the guarantee begins the story up to 1930 and to an invention which has made pos-

sible a shirt which can be unqualifiedly guaranteed for permanent fit.

To have a shirt of permanent fit, we must, of course, eliminate shrinking and that is what Cluett, Peabody have done with the new Sanforized process, an invention of Sanford L. Cluett, vice-president of the company. The process is one of those simple bits of invention which, because of its very simplicity, required unusual scientific genius to reach fruition.

From the time that broadcloth is started on its way in the textile mill until it is finally cut up and sewed into a finished shirt it is handled on rolls. This means that as it goes through the various processes of washing, mercerizing, dyeing, etc., the roll is always pulled lengthwise. What happens, then, when the consumer has the shirt washed is that the material gradually adjusts itself to its proper form. Shrinkage is not an actual contraction of the fabric, but rather an adjustment.

The Sanforized process eliminates the readjustment thus: When the roll has gone through all the processes necessary to getting it ready to cut it is finally put through another machine which, as the roll is fed to it, pulls with little teeth at the side of the material and thus brings it back to the form which it seeks after it is washed. The company thus creates the readjustment mechanically and eliminates at the start any possibility of future shrinkage.

Naturally this discovery will be featured in the 1930 advertising. In the first advertisement it is mentioned prominently in the headline and less prominently in the copy. As the campaign progresses it will be emphasized more and more until when the time comes to feature the Arabond shirt the idea of a guaranteed permanent fit will be tied up with the name Arabond as a security against shrinkage.

In the 1930 campaign the Arrow Collar, the product which for so long was the feature of all Arrow advertising, will occupy a secondary position. All of the com-



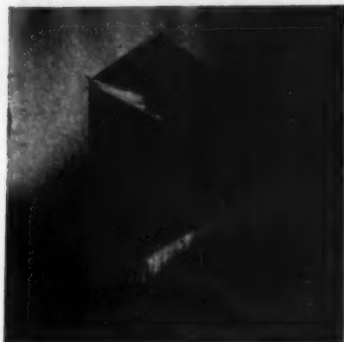
**there's food
for thought
in the fact
that during
1929
food retailers
placed
75.4 per cent
of their
advertising in
Cleveland
evening papers.**

Based on figures of Media Records

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

THE TRIANGLE THAT



Which point of the building triangle is going to land on top—architect, contractor, dealer?

There is only one answer—all three.

The manufacturer who sits at his desk and thinks exclusively in terms of the architect wakes up with a jolt to find the contractor or the dealer handing business to his competitors.

Ignore any one of these three factors and you run the risk of being

NATIONAL TRADE JOURNALS, INC.

National Trade Journals, Inc., 521 Fifth Ave., N. Y.—Building Division: The Architectural Forum; Building Arts; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

WON'T STAY PUT!

ignored by them—a risk out of all proportion to the modest investment required to cover the architect, the contractor and the dealer.

The road to success in the sale of building products is not a one-way street.

To manufacturers (and their advertising agents) determined to strongly intrench themselves, we present four seasoned sales tools which offer effective contact with the real buying power and influence of the building triangle.

The Architectural Forum

monthly for the architect

Building Age

monthly for the contractor

Building Material Marketing

monthly for the dealer

National Builders Catalog

annually—used daily by the contractor and dealer

1930-31 Building Year Edition closes May 15th

Send for printed information or a representative

521 FIFTH AVENUE, NEW YORK CITY

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Age; Fishing Gazette. Diesel Division: Motorship; Diesel Power. National Cleaner & Dyer. Specialty Salesman Magazine

pany's advertising is directed mainly toward the selling of shirts. In each advertisement, however, there is a picture of an Arrow collar and always the line, "Only Arrow Shirts have Arrow collars." This gradual submergence of the collar was inevitable because of current style trends but there is still an important market for collars. Also the company's reputation in advertising was built on its collar and every mention of this product capitalizes the good-will accumulated over a period of many years.

The illustrations in the new advertisements are all in color, following the company's belief that color should be used to sell color.

Price is featured in every advertisement. Also many of the advertisements show a number of different shirts. Even the first advertisement, picturing a man attired in a green Trump shirt, carries a color band across the bottom of the illustration showing the various colors available in Trump. In some of the advertising each of the various models is shown and priced.

In this connection it is interesting to note that the company is using a package idea. As in the past the shirts are packed in boxes holding three. In addition to this, however, each shirt carries an individual band, specially designed with attractive illustrations and lettering telling the name of the shirt and emphasizing the guaranteed permanent fit.

For its current campaign the company is using periodicals, with spreads and single pages. It is also using posters in subways and elevated stations as well as car cards. Of course, the 1930 plans were announced to dealers in business-paper copy.

In addition the salesmen were sent out to the trade armed with portfolios describing the new Sanforized process and telling about the new campaign.

To give an idea of the company's belief in the use of portfolios and also to show how it follows a policy of flexibility even here, it is well to point out that in

addition to the portfolio used to announce the whole 1930 campaign, there is a special one devoted to Arabond alone.

This was used by itself so that the salesmen could dramatize the spring special or leader. It presents the advertising in a smashing manner and prepares the dealer to tie in with the April Arabond campaign which consists of three double-spreads and two single pages in color.

Included in the portfolio is a sample of the display material which is offered to dealers for their tie-in. This is built around the guarantee-security idea and it is the company's belief that in April, as in the past, many dealers will use the company's material only as a jumping-off point and will create their own window displays around the idea amplified.

The current Arrow campaign is an excellent illustration of how the company carries out its basic policies as outlined earlier in the article.

Emphasis of the Sanforized process, the choice of a spring special, mention of price in every advertisement, illustrations in color, specific copy; these and a consistent capitalization of its merchandising ideas are other phases of a policy which made possible the spectacular record made with Trump in 1929.

Murray Sargent, Vice-President, Sargent & Company

Murray Sargent, who has been secretary and general sales manager of Sargent & Company, New Haven, Conn., hardware manufacturers, has been elected vice-president. He will continue as secretary.

P. E. Barth who has been assistant general sales manager, succeeds Mr. Sargent as general sales manager.

Joins Procter & Collier

Sanford Schraffenberger, formerly with the Cincinnati Art Publishing Company and the Gibson Art Company, has joined the staff of The Procter & Collier Company, Cincinnati advertising agency.

Appoints McAdam Agency

The Fleet-Wing Oil Corporation, Belaire, Ohio, has appointed McAdam Advertising, Inc., Wheeling, W. Va., to direct its advertising account.

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GOOD HOUSEKEEPING

GOOD HOUSEKEEPING STUDIO
work with important
FURNITURE RETAILER



Wanamaker's in Philadelphia are exhibiting replicas of rooms
by Good Housekeeping Studio



Good Housekeeping's unusual power to stimulate consumer buying is recognized — and applied — by retailers everywhere in their own merchandising work. Last year, for instance, 5545 retailers came to us for ideas and information that would help them to stage "events" and feature displays of merchandise endorsed by and advertised in Good Housekeeping. Among them were large chain organizations and scores of department stores.

At present, three important retailers — Wanamaker's of Philadelphia, the John M. Smyth Company of Chicago and the New England Furniture & Carpet Company of Minneapolis — are using Good Housekeeping in a unique furniture merchandising effort.



Thousands visit the Studio tie-ups of the John M. Smyth Co.
store in Chicago



Simultaneously with the publication of Good Housekeeping, all three of these stores build and exhibit on their floors replicas of the rooms Good Housekeeping Studio of Furnishings and Decorations presents in Good Housekeeping — duplicating exactly every month these rooms as they are built here in New York by the Studio.

We could cite many other equally interesting instances of leading merchants who are being guided by Good Housekeeping in the selection and display of all kinds of products that appeal to forward-looking women of taste and means.

Good Housekeeping can prove its power to do a sales job for you with distributor and consumer.



A corner of the living-room by Good Housekeeping Studio
reproduced by Wanamaker's and others



GOOD HOUSEKEEPING

EVERYWOMAN'S MAGAZINE

NEW YORK

BOSTON

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This Letter Sold a Half-Million Dollars Worth of Fish

How Frank E. Davis Breaks Most of the Rules in Sales Letter Writing,
But Gets the Business

By C. P. Russell

THE exhibit I have to offer here breaks virtually all the rules set up for the guidance of those persons who would write effective sales letters; yet it sold—in the words of John A. Smith, Jr., the advertising manager—"approximately a half million dollars worth of fish" for the Frank E. Davis Fish Co., the mail-order sea-food distributor of Gloucester, Mass.

As they would say in the Ozarks: How come?

I think I have an answer for the question; but first let us examine certain obvious violations of what are regarded as "the rules."

In the first place, the Davis letter runs over a single page and breaks onto the reverse side of the sheet. Very few mail-order writers have the nerve to do this—not, at least, in their introductory letter. "Keep your letter on one page," says orthodox practice.

In the second place, its paragraphs are long and single-spaced, giving, at first glance, an effect of heaviness.

In the third place—and this would be regarded by the authorities as the most fatal violation of all—the letter does not begin with the "you" appeal, but with the personal pronoun, "I." The whole opening paragraph is sprinkled with "I's," and approximately 100 words are consumed before the first "you" appears. There is no fill-in, the beginning being merely "Dear Friend." It isn't dated.

This opening paragraph is entirely occupied with a recital of the troubles of the writer, whereas the rules maintain that you should first talk about the other man's troubles.

But before deciding wherein the letter is superior to its defects, let us examine the letter itself:

Dear Friend:

There's no use trying. I've tried and tried to tell people about my fish. But I wasn't rigged out to be

a letter writer, and I can't do it. I can close-haul a sail with the best of them. I know how to pick out the best fish of the catch, I know just which fish will make the tastiest mouthfuls, but I'll never learn the knack of writing a letter that will tell people why my kind of fish—fresh-caught prime-grades, right off the fishing boats with the deep-sea tang still in it—is lots better than the ordinary store kind.

But if I can't explain it at least you can taste the difference. So you won't mind will you, if I ship some of my fish direct to your home? It won't cost you anything, unless you feel like keeping it. All I ask is that you try the fish at my expense and judge for yourself whether it isn't exactly what you have always wanted.

In my circular you'll find a full description of the three special offers I'm making. If you're like most of my regular customers, you will choose my mackerel offer—a pail containing 12 fillets of fat fall-caught mackerel each fillet sufficient for two or three persons. Or if you prefer a real seafood delicacy, then my deep-sea lobster is just the thing. It comes packed with no shell, no waste, just the tasty, flavorful meat of a 2-pound lobster. And when you come to compare prices, you'll find that my lobster—even though more tender than the ordinary kind—COSTS LESS THAN HALF for what you actually eat!

However, I've been saving my real, big treat till last. That's my Special Get-Acquainted Assortment. I've made up this package to let people know how good all my fish are. You see, I can tell people that I give them the first pick of the finest, prime catches. But the best way to let them know that my fish is exactly what I say, is to send a generous meal-size sample so they can taste how good my fish are. That's just what you get in my Get-Acquainted Assortment; sixteen different varieties of delicious seafoods, that will tell you as no fine writing ever can, what a real treat it is to eat fish shipped straight to your home from the fishing smacks.

For 43 years I have been doing just this—selecting the prime grades of ocean fish to be sent direct from the fishing boats to my customers. And it is real pride I feel to know that more than 200,000 families have found my fish so much better than any they could get locally that season in and season out they send me their orders.

Today I invite you to join them.

I want you to know the rich, satisfying taste of fresh-caught, prime-grade seafood. If you have never tasted anything but the kind you get in stores, there's a real treat awaiting you. Read the postal card enclosed and see how you can get one, or all of my Introductory Offers without risking a penny in advance. All you do now is to check the offer you want, fill in the card, and your seafoods will be on the way to you the very day I hear from you. You pay nothing, unless you're perfectly satisfied that my fish really are the best.

It is just this way that I secured my 200,000 customers. So you know beforehand that you can send your order with full confidence. You know in advance that you will get the choicest, tenderest, fullest-flavored seafood that you've ever tasted. Check and sign the post card and mail it to me—TODAY. It requires no stamp.

Very truly yours,
FRANK E. DAVIS,
The Gloucester Fisherman.

This letter is very long—much longer than most mail-order concerns dare attempt; but it goes to show that it doesn't matter how long your letter is provided it is interesting all the way through.

The Davis letter is interesting because it is primarily the expression of a personality; the personality, not of a business man with something to sell, but of a salty and well-seasoned Gloucester fisherman who knows how to select good catches. A personality is always interesting. A firm or corporation is rarely so; that is one reason why letters mailed out over the name of a company seldom have flavor.

Professor John Dewey, writing in recent issues of the *New Republic*, comments on the passing of old-fashioned American individualism, which he says is being succeeded and driven out by "corporateness," but corporations cannot write good letters; it takes an individual to do that. The Davis people have had the sagacity to capitalize the personality of Captain Frank E. Davis, and to preserve it in their letters. This gives them an enormous initial advantage.

To begin with, it saves the expense of filling in the name and address and the date. It is in keeping with the character of a bluff Gloucester fisherman to address us as "Dear Friend"; in an-

other kind of letter such a beginning might appear cheap, if not impertinent.

The opening of the letter is very clever: the statement, "I wasn't rigged out to be a letter writer," takes the burden off the author and transfers it to the reader. It is a way of saying that if we fail to get the importance of the writer's message, it is our fault, not his. Attention is therefore at once summoned to the fore.

As soon as the writer's character is briefly sketched in, there is a rapid conversion of the appeal toward the reader's appetite. "Deep-sea tang" is the keynote.

Attention and sympathy having been aroused, the second paragraph brings in the appeal to action—"try the fish at my expense."

The third paragraph refers the reader to the enclosures, which are short, note-size slips illustrated on one side in colors. The other side is an order blank in coupon style.

The climax of the selling appeal is reached in the long fourth paragraph—"I've been saving my real, big treat till last."

The fifth is a brief historical sketch calculated to inspire confidence—forty-three years of experience and 200,000 satisfied customers.

The sixth paragraph is a summary of what has gone before and a description of an easy-ordering method—"check the offer you want."

The last paragraph contains the final urge to prompt action—do it now. The close of the letter deserves special praise. There is no oratorical peroration here, but only the brief but essential reminder that the postcard order, bearing a postal permit, requires no stamp.

A final saving is made on the signature; it is not personally written, but is processed. Attention, however, is diverted from the possible faint inking by the typewritten sub-signature, "The Gloucester Fisherman," which serves as a closing suggestion that the letter is an unpretending, man-to-man affair and again recalls the salty note which is highly desirable in selling seafood by mail.

There are two conclusions to be

"Hartman's Believe in Milwaukee and Wisconsin"

Hartman Furniture & Carpet Co.

*Second Street at West Water
Milwaukee, Wis.*

Executive Offices

February 6, 1930.

Mr. JOHN H. BLACK,
Publisher, Wisconsin News,
Milwaukee, Wisconsin.

Dear Mr. Black:

In answer to your inquiry as to our outlook on the prospects for the year 1930, I wish to advise that we are fully convinced that this year will be a forward one in the retail field of furniture and house-furnishings.

That you may know that our optimism is finding tangible expression, it may be of interest to mention that within thirty days, we will open another store in West Allis, which is part of the greater Milwaukee trading area. Our confidence in Wisconsin's prosperity is furthermore exhibited by another store, which will soon open in Kenosha.

Our new Division which builds the home for the customer is making excellent progress. This further indicates that Wisconsin is a state of home-owners and home-lovers.

These additional stores and our Home Complete Division further round out the state-wide organization, which we have created to participate in Wisconsin's stability and assured prosperity.

Hartman's believe in Milwaukee and Wisconsin.

Yours very truly,

Joseph M. Strauch

President,
Hartman Furniture & Carpet Co.

JMS:AL

**YOU
NEED
the NEWS**

WISCONSIN NEWS

**"Ask the
Boone Man"**

Milwaukee

drawn from the Davis letter. One is that rules in letter-writing, just as in other avenues of endeavor, are made to be broken by those who know how. Rules exist for beginners, the ignorant, and the mediocre. They are guide lines within which lies the land of safety-first.

It is one of the cardinal tenets in football that forward passes should not be thrown when the advancing team is deep in the enemy's territory. The risk of incompletion or interception is very great. Yet victories were pulled out of the fire last season by doing just this. The successful quarterback is he who is not afraid to break the rules, but it is experience and football sense that tell him when to do it.

Letter writers, unless they have experience and "letter-sense," had better stick by the rules. As soon as they know them well enough, they can begin to break them.

The second conclusion is: there is such a thing as a letter being too good. Captain Davis's homely, irregular letter is effective because it avoids pretense and compels the sympathy of the reader. If it had a too commercial slickness, a too easy flow, it would be out of keeping with the character of what we think of a Gloucester fisherman, and hence would perhaps fail as a business producer.

There are circumstances in which a letter, if it must be one or the other, might preferably be bad rather than good. A rural sausage maker once built up a satisfactory business through an imitation-typed letter and a cheap circular printed in a small town shop. He wrote them himself, and what they lacked in other respects, they made up for in sincerity and homely appeal. The very fact that he was slightly ungrammatical in places tended to help the pulling power of his letter, because it sounded real to the recipients.

Along came a wise friend who pointed out the obvious defects in his style and persuaded him to adopt a letter which was grammatical throughout and much more elegant in its appearance and expressions. From every point of

view the new letter was a big improvement—but orders at once declined to almost half their previous volume. The new letter was so slick that it no longer sounded real—that was its defect, and being out of keeping with the character of its author and his product, it no longer carried conviction.

In letter writing an ounce of honest human feeling is worth a ton of commercial glibness.

The Davis letter cited above is known as the "1928 mailing." Good as it is, it has been replaced by a 1929 letter which has pulled even better. Advertising Manager Smith says that he regards the 1928 letter as superior, but that early tests gave more results to the 1929 one.

"Before I start my next fall campaign," he says, "I will test the two letters again. I will also write a new letter to test against these two. Before I used these letters in my fall campaigns, I tested several letters against them, but these two were outstanding in pulling power."

This brings up another useful point. In case of doubt as between one letter and another, it is wise to put the question to the consumer. Test mailings to a hundred or a thousand names will establish an average response which is apt to hold true for a hundred thousand names.

But even in case of no doubt, the test should be made just the same. For the writer, experienced as he may be, is not the final judge as to how effective a letter is. The decision is made by the number of orders received from every hundred or thousand names canvassed.

The 1929 letter follows:

Dear Friend:

Way back in 1623, a small group of Pilgrims gathered in their small fish huts to name this fishing port Gloucester. They were a hardy lot of folks, living mostly on game and salt water fish. They built small boats and braved the treacherous waters off Gloucester to get mackerel and other fish for their families. In those times women folks helped too—for every hand meant more food for the cold winter months to come.

I remember as a boy of ten, lashing myself to the mainmast in a stiff blow, when my father's schooner was half buried in the plunging sea. It was a hard life. But still, Gloucester boys follow it

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OGDEN

PRINTING CO., INC.

209 W. 38th St., New York City

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TWO EGGS APPA

You can't tell how good an egg is until you look inside.

You can't tell how good a prospect a house is until you look inside.

In a typical trading center of 20,000 inhabitants Cosmopolitan looked inside of 600 fine homes—300 of them Cosmopolitan homes—300 houses next door.

COSMOPOLITAN: A *Class Magazine*



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The results were amazing—
Cosmopolitan families are
active socially, good spenders,
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The families next door are
careful buyers, entertain less
often, and are indifferent
prospects for advertisers.

Let us tell you the story of
this investigation, in "The
House Next Door."

Mag
th More Than 1,600,000 Circulation

year after year. It's in our blood. It's our way of livin'. Nature has located us close to the richest waters there are.

Have you ever wondered why Gloucester is the greatest mackerel port in the world? You see, these mackerel spawn down south in Gulf Stream waters. After spawning they are weak and thin. Then they slowly make their way northward, feeding as they go. By the time they are off our coast they are in prime condition, full and round and plump and juicy. That's why more good mackerel come right in here to Gloucester than to any other port in the world. That's why you can never say you've tasted mackerel at its perfect prime unless you get it direct from Gloucester.

So you won't mind will you, if I ship some of my fish direct to your home. It won't cost you anything, unless you feel like keeping it. All I ask is that you try the fish at my expense and judge for yourself whether it isn't exactly what you have always wanted.

In my circular you'll find a full description of the three special offers I'm making. If you're like most of my regular customers, you will choose my mackerel offer—a pail containing 10 fillets of fat fall-caught mackerel each fillet sufficient for two or three persons. Or if you prefer a real seafood delicacy, then my deep-sea lobster is just the thing. It comes packed with no shell, no waste, just the tasty, flavorful meat of a 2-pound lobster. And when you come to compare prices, you'll find that my lobster even though more tender than the ordinary kind—**COSTS LESS THAN HALF** for what you actually eat!

However, I've been saving my real big treat till last. That's my Special Get-Acquainted Assortment. I've made up this package to let people know how good all my fish are. You see, I can tell people that I give them the first pick of the finest, primest catches. But the best way to let them know that my fish is exactly what I say, is to send a generous meal-size sample so they can taste how good my fish are. That's just what you get in my Get-Acquainted Assortment; sixteen different varieties of delicious seafoods, that will tell you as no fine writing ever can, what a real treat it is to eat fish shipped straight to your home from the fishing smacks.

For 44 years I have been doing just this—selecting the primest grades of ocean fish to be sent direct from the fishing boats to my customers. And it is real pride I feel to know that more than 200,000 families have found my fish so much better than any they could get locally, that season in and season out they send me their orders.

Today I invite you to join them. I want you to know the rich, satisfying taste of fresh-caught, prime-grade seafoods. If you have never tasted anything but the kind you

get in stores, there's a real treat awaiting you. Read the postal card enclosed and see how you can get one, or all of my Introductory Offers without sending a penny in advance. All you do now is to check the offer you want, fill in the card, and your seafoods will be on the way to you the very day I hear from you. You pay nothing, unless you're perfectly satisfied that my fish really are the best.

It is just this way that I secured my 200,000 customers. So you know beforehand that you can send your order with full confidence. You know in advance that you will get the choicest, tenderest, fullest flavored seafood that you've ever tasted. Check and sign the postcard and mail it to me—**TODAY**. It requires no stamp.

Very truly yours,
FRANK E. DAVIS.
The Gloucester Fisherman.

It is to be noted that this letter does not differ in substance from the one that produced \$500,000 worth of orders. It is observable, however, that the two letters differ in opening. The 1929 letter begins with a story, utilizing the "once upon a time" approach which is so effective with children—and perhaps with mail-order customers. There is less stress upon character-appeal and a stronger emphasis upon Gloucester as a sea-food center. In short, the letter sells Captain Davis less and Gloucester more. But in the middle of the letter the appetite appeal is stressed more strongly than before. Perhaps that is why this letter has pulled better than the other.

At any rate, the Davis story reveals two useful hints for letter writers. You can capitalize the story of a man or the story of a thing. But in all cases, the cloth should be cut to fit the garment. Words, arrangement, and appeal should be in keeping with the nature of the product, with the character of the producer, and also with the audience to be addressed.

W. A. Ludford, Space Buyer, Kelly, Spline & Watkins

William A. Ludford has been placed in charge of the media and research department of Kelly, Spline & Watkins, Inc., New York advertising agency. He formerly was with the J. H. Newmark, Inc., New York, and, for the last three years, has been assistant space buyer of the Charles W. Hoyt Company, Inc., advertising agency.

13, 1930

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SALES *jumped*
68% . . .

—in two years when an oil burner put us to work

IN 1927 Quiet May advertised in three New York newspapers including the New York Herald Tribune and put hundreds of automatic oil burners into apartment houses and homes in the world's greatest market.

Then in 1928 they decided to use the New York Herald Tribune alone, and sales moved up nineteen per cent.

In 1929, still using only the Herald Tribune in New York, Quiet May sales went up *forty* per cent. That's a New York sales increase of sixty-eight per cent in two years!

So far, then, it proves that:

A good product, *plus* an efficient sales force, *plus* consistent advertising in the New York Herald Tribune, *equals* a healthy increase in sales.

The method has worked for Quiet May. It has worked for Dobbs, and Sherwin-Williams, and Kellogg, and Revillon Freres; and for a host of others advertising every-

thing from soda crackers to sedans. All of them have found the New York Herald Tribune a newspaper that produces profitable and consistent RESULTS for its advertisers.

The newspaper itself is the reason. New York Herald Tribune readers are accustomed to believe what they see in its columns. They depend upon its advertisements just as they depend upon its news. They read and they buy, and "they" are more than 300,000 families every weekday and over 400,000 every Sunday. More than that, most of them live in the better sections of New York City and its famous suburbs, as the records prove by showing that Herald Tribune coverage is highest where incomes are highest.

The actual experience of its advertisers is convincing evidence that the Herald Tribune should be on your New York list.

This is number 12 in a series of advertisements based on actual experiences of advertisers in the New York Herald Tribune market—"A City Without Slums."

NEW YORK Herald Tribune

NEW YORK
Main Office
225 West 40th Street

SAN FRANCISCO
Verree & Conklin
681 Market Street

CHICAGO
John B. Woodward Co.
360 N. Michigan Avenue

DETROIT
John B. Woodward Co.
Fine Arts Building

BOSTON
Carroll Judson Swan
931 Park Square Building

Make Your Portrait Illustrations "Real People"

"Oh, I Know a Person Just Like That!" Is the Highest Tribute That
Can Be Paid Advertising Portraiture

By W. Livingston Larned

THE hour has been reached when advertisers must look to very genuine characterization in the portrait gallery of their campaigns. Superficial studies of people will not suffice. Both the artist and the photographer are asked to supply immediately authentic and recognizable types.

And the closer they come to reflecting modern life the surer the advertising is of an interested audience. All advertising has become a great drama, its stage filled with living people. All of the old-style, stereo-typed actors and actresses are under a ban. It has come to be looked upon as bad form to use the same camera model twice, except when it is intended that a certain character shall run through an entire series.

And what a wide and fruitful field of pictorial endeavor it is! There never was a time when the demand was so pronounced for artists who can portray, with subtle skill, distinctive, human portraits of "real people."

"There's at least one in every office," was a serialized heading for one of the inimitable and most popular of the cartoon series originated by the late Clare Briggs, and it is said that, from the very first drawing in the set, office workers were attracted to this idea by the thousands. From every section suggestions began to pour in for other characters. It was obvious that people are on the lookout for "types" and are perfectly

familiar with this humorous group.

Current advertising has not failed to take the possibilities of the field into consideration, for there are most amusing characterizations in evidence at the present time. And the illustrations are uniformly true to life, as witness the shrewd study of the office whistler, oblivious to the fact that he is disturbing every-

one else and is doubtless "off key" in addition.

"Did you ever work with one?" this Hauserman Partitions advertisement inquires, as the type is described as well as visualized. It then continues:

"This advertisement is addressed to the executive who has come up through the ranks. You remember the days when your desk was one among many in

an open office. Buddie Smith always hummed as he worked and Basso Jones answered the phone in a voice that would carry from Chicago to Cheyenne without the aid of a wire. Yet you were required to produce accurate work—with dispatch. Privacy is a necessity for those who must concentrate."

Who will not know a "Basso Jones," and a "Buddie Smith," and the chap who always whistles off key, just when things are busiest?

Then there is the very funny character study of the solemn visaged chap, whose face reflects absolute pessimism, although the headline above the art work reads: "Meet the world's champion Optimist." Of him the copy relates:

Did you ever work with one?



*We All Know of Just Such Individuals
as This Whistler from a Hauserman
Partitions Advertisement*



Telephones Tell of a City's Activity

There are in use in the National Capital 159,360 telephones, the equivalent of one to each 3.2 people—who during 1929 made over 200,000,000 local calls and 600,000 long-distance calls.

Indicative of the growth of Washington, the telephone company has planned to expend over \$3,000,000 in the immediate future, for extension and improvement of service and to provide for the installation of 170,000 phones which, it estimates, will be required to serve this public before the end of the coming year.

The direct way into the homes of the 560,000 people in Washington City and the 800,000 embraced in the Washington shopping area is through THE STAR—Evening and Sunday.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

fifth.... in the World

1. The Detroit News
2. New York Times
3. Chicago Tribune
4. Washington Star
5. **THE PITTSBURGH PRESS**
6. Baltimore Sun
7. St. Louis Post-Dispatch
8. Los Angeles Times
9. Chicago Daily News
10. Newark News

Compiled from
Media Records Reports



Go back as far as advertising memory can recall and you find that year after year, whether Pittsburgh had seven, five or three newspapers, The Press led the field in advertising lineage.

Now, The Habit of Producing Results has placed The Press FIFTH in total advertising lineage among newspapers in America . . . and with a gain of 874,050 lines over its own 1928 figures has broken all total advertising lineage records of Pittsburgh newspapers.

First Again

in PITTSBURGH

In 1929, The Press published 25,275,703 lines of advertising, 54 per cent more than the 16,453,163 lines published by the second evening and Sunday paper and 155 per cent more than the 9,891,029 lines published by the six-day morning paper.

The Press carried more National lineage than both other papers combined; almost as much local lineage as both other papers combined and 1,196,295 more lines of classified copy than both other papers combined.

A GREATER PRESS MARKET AT NO GREATER COVERAGE COST

Buy space in The Press and you invest in the priceless good-will of the able-and-eager-to-buy people of the rich Pittsburgh territory.

Since June, 1929, the daily circulation of The Press has increased from 180,921 to 200,558. The average net paid Sunday circulation of The Press for the past four months, including January, 1930, was 274,452 . . . and, there has been no increase in advertising rates.

The Pittsburgh Press

A Scripps—Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

"Hasn't smiled for forty years. Thinks the world is worse than it used to be, but not nearly so bad as it's going to be. Just the same he's an optimist! He's the man who each year confidently expects to get 100 per cent heating efficiency out of steam radiators that are air-bound because of faulty or old fashioned carbon type valves that stick and will not permit the air to escape."

And we have all met this type of person, too, as judged by the portrait of him. It is one of a series of semi-caricatures issued for Cadwell Air Valves.

But these character studies, whether original paintings or drawings, or camera-made illustrations, must truly express the types described. The public judges sharply in such matters. Around us, every day, are the living characterizations, and we have all come to know that certain vocations and certain habits of thinking produce quite definite types of men and women.

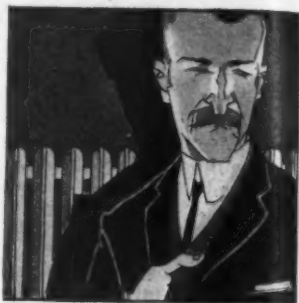
An artist recently created a canvas which was a wonderful bit of portraiture, echoing, as it did, the thoughts as well as the looks of the executive who is forever fussing over small trifles in the average business office, and who is cordially detested by his employees. "I know him," was the cry that went up from those who looked at it. For the character was that well delineated in every stroke of the brush. For every character shown, there are countless counterparts.

The portrait should, to an appreciable extent, be complete and self-explanatory, without so much as a word of text, if it is to be at its effective best. The well-executed character study should not require a great deal of footnote work, although this is often necessary.

I have been permitted to see a series of twelve studies of the faces of men who are having a hard time of it at their morning shave. Things are not going well with them. Soap not right, razor blades dull, beards stiff.

And the faces are remarkable in that they seem to reflect perfectly what the various men are saying

MEET THE WORLD'S CHAMPION OPTIMIST!



Character Studies Interest Most Everybody—This Appeared in a Cadwell Air Valve Advertisement

or thinking at the moment, although no copy of this character is to accompany them. The faces and the expressions certainly will "tell the story" and you know every one of the chaps, or have met them at one time or another.

There is the face which seems to say so definitely: "Gee, I wish I did not have to go through this agony every morning, and in a hurry, too. Why doesn't somebody invent a scheme whereby whiskers could be dispensed with forever?"

And another expression relates: "Two more minutes and I'll miss my breakfast and my train. Oh, how that blade drags. It's pulling 'em out by the roots. I think I'd rather try to get 'em off with a file or a piece of sandpaper."

It is predicted that this campaign of illustrations will make a great hit with men. They are certain to see themselves in some of the character studies. It is inevitable, so true to life are they.

There is another campaign in preparation which sets out to visualize, through character portraits, just how women feel when they are attempting to operate a motor car for the first time. They find it

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Boston

There Are Two KINDS of HOMES

There is no question that the Boston Evening Transcript goes into the homes. There is also no question about the *kind* of homes into which it goes.

Transcript homes are characterized by a broad interest in the best—the best people, the best art, the best investments, and the best in the way of the material accessories of life.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles Seattle

Gaining \$200,000 in

DELINEATOR has gained in gross advertising revenue in the first four issues of 1930, now closed

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DELINEATOR already has on order for May and June a gain of more than

GAINS for first six months of 1930 now more than

THE GAIN for the three previous years was

THESE GAINS, attributable to the progressive woman's response to Delineator's modern editorial methods, are for three and one half years, more than

DELINE

In nineteen months, Delineator has increased

Our Issue

ver-	(January	\$135,699	
es of	(February	181,522	
....	(March	225,702	
	(April	238,516.....	\$781,439
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WE A T O R

increased 1,000,000 in circulation!



These Are Real People—They Don't Look Like Professional Models—The Heading of the Log Cabin Syrup Advertisement Explains the Poses—"We Men Want This Kind of Syrup on Our Pancakes"

isn't as easy as they anticipated.

These faces are very funny indeed, although in no sense caricatures. You can interpret the types of women and it is not at all difficult to arrange a dialog to accompany each life-like study. How much better they are, incidentally, than elaborate compositions made up of backgrounds and accessories. The best part of the humanized type is that the picture is so simple, so direct and uninvolved. And that "people are interested in people" is a maxim too true to be argued.

An insurance company used the drawn character portrait of a man of fifty, a family man, who had suddenly recognized the peril of his position. No insurance, and a family of five. He wasn't feeling any too well. He felt the near approach of serious illness. His job would cease with his personal activities. And in every possible way that face told the entire story. It was good advertising without much more than a headline.

Another series undertook to show, in the expressions of faces, the moods of people who were listening in on radio programs, and the artist did his work sufficiently well for you to distinguish between jazz and a sentimental program.

Familiar types. That is the secret of the more successful campaign in which portraiture is a factor. Are the people shown fami-

liar to a large majority of readers? If so, all is well.

An optical house has run a series of perhaps a dozen "types," men, for the most part. A nationally known delineator of character studies made masterpieces of them all in his own inimitable manner. There is the middle-aged chap who is a golfing "bug" who plays only a fair-to-middlin' game, but is a great boaster just the same. You know him.

There is the veteran and inveterate bridge player, peering cautiously over the top of his cards as he weighs the next move with keen intuition, a recognizable type if ever there was one—humorous, appealing.

And one portrait brought to life Mr. Small-Car-Owner who goes out with his family each week-end, the machine loaded down with all kinds of quite unnecessary contrivances from an immense picnic hamper to a tent on the running board.

Another advertiser has presented various types of men home-owners, tying them in with his story with great skill. We meet the chap who is impatient over everything and who, if a door happens to stick, makes a pretty howdy-do over it. There is the man who can't fix even the most simple thing around his home, from mending a shutter to hanging a picture.

And we have had the fellow who

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sings in the bath tub or who whistles "My Little Grey Home in the West" during his morning shave.

It is unnecessary to cartoon such character studies and this is not advocated. Caricatures are far less convincing than the very carefully studied out literal translation of the individual with all his peculiarities.

There have been too many stereotyped "actors" in our advertising drama, as previously suggested. Artists were partial to certain professional models and repeated them over and over again until the public came to recognize the cast of characters. It is disillusioning to see, for example, a quite pronounced piece of portraiture identified with a certain product, and then to have the same type bob up serenely again in another campaign.

In the same manner, favored models were duplicated in photography, with equally disillusioning results. Today artists and camera studios are very careful indeed not to fall into this error and it has been for the best that there is a tendency to get away from the professional model. An artist may draw from persons who have never posed before and to whom it is all a wonderful, new experience.

A typewriter manufacturing company has originated a series of portraits of girls who work in offices and they are singularly interesting because they are all distinctive characterizations. These girls were first photographed and the artist worked from his trustworthy copy, changing features just enough to prevent their being "perfect likenesses."

It is only necessary to look around you to be assured that there is a bewilderingly diversified number of types from which to choose, with no two alike. That, indeed, is the attractive phase of the idea. There is no excuse for duplication.

Stanley Wachtel in Charge of Brillo Advertising

Stanley Wachtel is now in charge of the advertising department of the Brillo Manufacturing Company, Inc., Brooklyn, N. Y., maker of Brillo aluminum utensil and household cleanser.

O. S. Bruck, Vice-President, Dallas Agency

The Johnston Advertising Company has been formed at Dallas to take over the advertising work of the Johnston Printing and Advertising Company, of that city. Otto S. Bruck, for the last seven years advertising director of the Beaumont, Texas, *Enterprise* and *Journal*, has been made vice-president and general manager of the new company. Other officers of the Johnston Advertising Company are: Fred E. Johnston, president; Richard Haughton, vice-president; J. J. Burnet, secretary, and W. O. Rawlins, treasurer.

Chilton Pen Moves to Long Island City

The Chilton Pen Company, which has been located at Boston for the last several years, has moved to Long Island City, N. Y. The executive offices of the company are now at the new location where all activities of the organization are being centralized.

Challiss Gore Starts Own Business

Challiss Gore, formerly vice-president of The Fiscal Securities Corporation, has opened an office at New York as counsel on securities distribution and sales promotion. He previously had been with the Gardner Advertising Company, Inc., and with Albert Frank & Company.

Oil Burner Account to Lamb Agency

The Remington-Keystone Manufacturing Company, Ridley Park, Pa., Remington Oil Burners, has appointed the James G. Lamb Company, Philadelphia advertising agency, to direct its advertising account.

McEverlast Corporation Appoints O. A. Stellar

O. A. Stellar, formerly with the Portland Cement Association, has been appointed advertising manager of the McEverlast Corporation, Los Angeles, manufacturer of protective coatings for industrial use.

Joins Texas Daily Press League

Walter F. Doney, formerly advertising director of the Austin, Texas, *American-Statesman* has joined the Dallas office of the Texas Daily Press League.

Appointed by Weatherby-Kayser Shoe Company

The Weatherby-Kayser Shoe Company, Los Angeles, Hollywood and San Diego, Calif., and Phoenix, Ariz., has appointed Josephine Holtz-Hale as advertising manager.



YOU might as well spread chicken wire over a tomato bed to protect it from frost, as to try to cover Southern California's outside markets with metropolitan newspapers.

The reason is simple: As high as 75% of the families in outlying communities subscribe only to their own local newspapers. It is an easy matter to check that with A. B. C. reports.

And, what a buying power you are letting go through the meshes when you use only metropolitan space! Go back to the origins of Southern California's modern community life, analyze them in the light of her vast resources, and you will see why her outlying markets are in reality her richest.

It was the far-flung success of orange growing that laid the foundation for her remarkable community life. Thousands of groves scattered over hundreds of miles were soon intermingled with thousands of farms and vineyards.

These groves and farms attracted a high type of growers. They built substantial homes, beautified with lawns and flowers. Soon the little business centers at the crossroads became clusters of the same type of homes, so attractive that they lured people by the hundreds from every walk of life... people who worked in city offices or factories, but who preferred the wholesome family life of the country. And thus the crossroads grew into thriving communities.

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MEANWHILE, oil fields sprang up in the midst of orange groves, motion pictures became a giant industry, manufacturing increased with amazing rapidity, and "our" harbor made foreign commerce a major source of wealth. And always that endless stream of people who find in California's marvelous climate and matchless living conditions the ideal place in which to retire.

Now take a cross section of any Southern California community. You will find that practically all these various industries are represented in the family incomes. In other words, no Southern California community must depend upon any single source of wealth. That is one reason why these communities have, year after year, maintained prosperity at such high levels.

Thanks to a fine interurban electric system and a splendid system of highways, Southern Californians can work where they must, *but live where they please*. And by the thousands they please to live in a thriving city or town where they can own their own homes, take a keen personal interest in social and civic affairs, and surround their families with the most wholesome environment. That type of citizen is the successful type. It is the type that has the buying power.

One of the best measures of their community patriotism and intense interest in local affairs is their widespread subscription to their local newspaper. And that has but one meaning to the wise space buyer—

You cannot cover Southern California markets without using the LOCAL NEWSPAPERS!

Alhambra
Post-Advocate
Culver City Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breeze
San Pedro News-Pilot
Santa Monica Outlook

—
and the San Diego
Union-Tribune
covering a
metropolitan market
of its own.

12

SOUTHERN CALIFORNIA NEWSPAPERS *Associated*

CHICAGO
DETROIT
LOS ANGELES



NEW YORK
PORTLAND
SEATTLE

364 Market Street, SAN FRANCISCO • Kearney 3834

Developing Man Power

JOSEPH NATHAN & COMPANY, LTD.
LONDON, ENGLAND

Editor of PRINTERS' INK:

In the December 12, 1929, issue of PRINTERS' INK in an article entitled "Man Power," there is mentioned "the Penney System of hiring and training men, described in PRINTERS' INK some time ago." If you have any reprints of this article, or any copies of it printed separately, I shall be glad if you will forward one or two to the above address.

ALEC NATHAN,
Chairman.

THE system to which Mr. Nathan refers, which has resulted in developing a remarkable personnel, was instituted by Mr. Penney many years ago. It was based, first of all, upon his own experience in starting as a clerk in a small-town store and branching out to all parts of the United States. Mr. Penney realized that the greatest hindrance to an individual's development is fear of the man beneath him—fear lest he might be displaced by his subordinate, who would work for less money. By eliminating this fear, Mr. Penney instilled in individuals a desire to help the man below them. As soon as the subordinate had developed sufficiently, he was enabled, under the plan, to start a new store in which both he and the man who had trained him shared in the profits.

The details of this profit system were described in detail in the October 16, 1919, issue of PRINTERS' INK. While the original plan has been changed since that time, the present executives of the company came up under that old system and the remarkable morale of the organization and the merchandising knowledge which the individuals in the organization possess, date back to those unusual advertisements which searched out the right type of man and then gave him a chance to develop. Here is part of one of those early advertisements which pulled no less than 5,000 inquiries:

MEN WANTED

WELL ESTABLISHED MERCANTILE
CONCERN OPERATING RETAIL

STORES OFFERS:

1. Long and continuous hours of work.

2. The work itself hard, ceaseless, trying, testing.
3. The work-drive unrelenting, day in and day out.
4. And for it a small living salary; perhaps less than you are getting now.

That unusual type of advertising, run in the early days, was used because of Mr. Penney's desire to make his first offer as unattractive as possible. In the interview he would describe to the individual he thought would make the right type of worker in his organization, the dull, little town in which he might have to live, the hard work and the long hours. It was his idea to make everything uninviting to the man, except the offer of a real partnership which he might attain if he was willing to work for it. Instead of depending upon individuals to tell him of certain men who were open for positions, Mr. Penney advertised to discover the kind of men who had the desire and the capacity to become partners. Then, by banishing in them the fear of men beneath, he built up the remarkable organization which has carried on so successfully.

The old Penney plan, in brief, might be described as deciding upon the type of man desired, then going out hard to get him and when he was secured, giving him a real opportunity. The first step in any plan of securing potential executives for an organization is the care shown in hiring men and then the skill in training them, in banishing their fear.

Man power remains the biggest problem of management today. No industry, no business is able to expand any more rapidly than its personnel. Care in selection, finding the right man, then giving him the chance to develop along the lines of his natural bent, remain the most logical and successful methods of producing future managerial ability.—[Ed. PRINTERS' INK.]

To Represent "Child Welfare"

Child Welfare, Philadelphia, has appointed E. D. Bates as its representative at New York. Merlin W. Childs has been appointed representative at Chicago and Weston Oyler at Boston.

CHA
Bos

New England's Second Largest Market

A Good Start for 1930

The Providence Journal—The Evening Bulletin started 1930 with the greatest circulation in their history, the average net paid for December being

128,933

The Providence Sunday Journal's net paid circulation for December was

86,991

These great newspapers have a greater net paid circulation than all the other dailies in the state combined—yet they have never given a premium to a single subscriber. They are good newspapers. They are also good advertising mediums.

Member Audit Bureau of Circulations

PROVIDENCE JOURNAL COMPANY
PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY

R. J. BIDWELL COMPANY

Boston New York Chicago

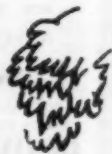
Los Angeles San Francisco Seattle

—>>> THE LARGEST MAGAZINE

Facts about Today

THE first twenty-two issues of Crowell Magazines for 1930 already have gone to press.

These twenty-two issues are carrying \$1,308,313 more advertising than the same issues a year ago. The latest issues, upon which an accurate count has been made, show a gain in circulation of 1,063,186 over the corresponding issues of last year.



Crowell

PUBLICATIONS

WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE

CIRCULATION UNIT OF AMERICA



**MORE THAN
8,500,000
CIRCULATION**

These *gains* in circulation and *gains* in advertising are indicative of the responsiveness of the American people to constructive, clean, helpful, progressive editorial material . . . and forceful advertising.

COLLIER'S, THE COUNTRY HOME, THE MENTOR

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New Advertising Business at Buffalo

Albert H. Longbotham, formerly with Advertising Industries, Inc., and the Landsheft Advertising Agency, both of Buffalo, N. Y., has started an advertising business at that city under the name of The National Advertising Syndicate. Dudley Guilford has been made art director.

Excelsior Firms Merge

The Excelsior Wrapper Company, Grand Rapids, Mich., and H. W. Selle & Company, Chicago, excelsior products and upholstering fibres, have consolidated as the American Excelsior Corporation, with headquarters at the latter city. Crutenden & Eger, Chicago advertising agency, which has handled the Selle account, has been retained to direct the advertising of the merged companies.

Chain-Store Sales for January

	January 1930	January 1929	% Increase
F. W. Woolworth	\$18,408,152	\$17,660,183	4.2
J. C. Penney	10,610,933	9,015,616	17.7
S. S. Kresge	9,351,731	9,018,933	3.6
National Tea	7,333,919	7,272,103	0.8
MacMarr Stores	7,165,236	6,297,753	13.7
S. H. Kress	4,202,340	4,143,377	1.4
W. T. Grant	3,783,590	3,329,489	13.6
Daniel Reeves (5 wks.)	3,605,390	3,434,223	4.9
McCrory Stores	2,694,403	2,690,988	0.1
Childs Company	2,368,618	2,239,671	5.8
H. C. Bohack	2,329,030	2,124,991	9.6
F. & W. Grand-Silver	1,752,565	1,460,836	19.9
Southern Grocery Stores (5 wks.) ..	1,648,000	1,243,000	32.5
J. J. Newberry	1,510,698	1,299,210	16.3
Schulte-United	1,496,915	687,368	117.8
Melville Shoe	1,474,026	1,569,926	-6.1
Lerner Stores	1,464,886	944,213	55.1
Waldorf System	1,380,179	1,298,735	6.2
John R. Thompson	1,299,635	1,224,161	6.1
Peoples Drug Stores	1,295,592	1,110,936	16.6
D. Pender Grocery	1,287,751	1,152,022	11.7
McLellan Stores	1,223,947	1,164,880	5.0
Lane Bryant	1,149,852	1,085,123	5.9
G. R. Kinney	1,054,387	1,118,505	-5.7
Metropolitan	970,774	799,127	21.4
G. C. Murphy	939,388	814,146	15.3
Western Auto Supply	861,000	775,348	11.0
Neisner Broa.	821,481	586,595	40.0
American Dept. Stores	620,811	636,061	-2.4
Exchange Buffet	604,663	552,401	9.4
Mangel Stores	600,209	543,875	10.3
Schiff Company	535,520	380,959	40.5
Winn & Lovett	513,081	516,258	-0.6
Bickfords, Inc.	480,020	427,770	12.2
Sally Frocks	419,456	249,354	68.2
Federal Bake Shops	383,938	351,190	9.3
National Shirt Shops	283,865	243,158	16.7
Berland Shoe	247,459	231,274	7.0
Edison Bros. Stores	236,306	187,885	25.7
Kline Bros.	223,291	197,513	13.0
Morison Electrical Supply	162,363	122,079	33.0
M. H. Fishman	83,059	38,567	115.3
	\$98,878,459	\$90,239,802	9.5

Woolworth reports a gain in sales of old stores in January of \$66,489, or 0.4 per cent. In January of last year the old stores showed a decrease of \$218,195, or 1.2 per cent. All stores, old and new, reported a gain of \$550,049, or 3.2 per cent, in January, 1929.

Commenting on the showing for the first month of the year, Earl C. Sams, president of the J. C. Penney Company, said, "While a certain very definite part of the gain shown in the sales of the company for January may be credited to the fact that we have opened a number of stores during the past twelve months, the percentage gain made by the older stores accounted for one-third of the gross gain for the month."

Schulte-United reports 98 stores in operation at the end of January, 1930.

	Number of Stores in Operation			End of January	
	1930	1929		1930	1929
D. Pender Grocery	418	378	G. C. Murphy	154	139
McCrory Stores	243	229	Metropolitan	150	109
S. H. Kress	204	192	Peoples Drug	112	97

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1930



When Sales Increase

25% in one month

It *May* be an accident.

But

100% gain in 4 months

Is **NOT** an accident.

The Buying Power

And Influence

Of 100,000 Daughters

Is Behind

Miss 1930

THE Magazine for the Modern Girl

A. H. YOUNG
Advertising Director
80 Lafayette Street
New York, N. Y.

Western Representative
POWERS & STONE, Inc.
38 So. Dearborn St.
Chicago, Ill.

1929 Made Fashion A

The records of Harper's Bazaar for the past year emphasize the trend toward fashion in advertising presentation. From pens to automobiles, fashion atmosphere became the necessary environment for an advertised product . . . Fashion appeal assured reader interest and sales success.

The figures showing Harper's Bazaar's tremendous advertising gain for 1929 visualize the magnitude of this fashion movement. The best field

HARPER'S B

Advertising History

Harper's Bazaar's increase

for 1929 - - - - 140 pages

Percentage of increase

over 1928 - - - - 10.2%

Average increase per issue

(12 issues) - - - - 11.6 pages

The other publication in the field of high fashion showed an increase of 112 pages, which was 4.5% above 1928, or an average of 4.3 pages per issue for 26 issues.

The proportion of Harper's Bazaar's gain best proves its dominant position in the field of high fashion.

'S BAZAAR

National Better Business Bureau Reports on Cigar Advertising

Health Departments Give Their Views

THE February bulletin of the National Better Business Bureau is devoted to the results of a survey conducted by means of questionnaires and personal calls on various governmental and private agencies to determine the basis for the "spit-tipping" campaign now being conducted by the Cremo cigar. This inquiry resulted from the fact that the Bureau for some time had been receiving insistent demands for an expression of its attitude.

A summary of the report is, in part, as follows:

"The sources of information consulted by the Bureau were, in our opinion, those best qualified as authorities. Accepting their reports as authentic, it would appear that the allegations and implications of the Cremo cigar advertising campaign are unjustifiable. Although it would appear that some hand-made cigars are manufactured under unsanitary conditions, this situation, according to the reports received by the National Better Business Bureau, appears to be so limited that any advertising based upon it without reference to a specific, offending brand, tends to cast an ugly shadow over all cigars."

To bring this generality down to more specific terms, the report states that less than 25 per cent of all cigars are made entirely by hand; about 25 per cent are made in part by hand and machine, and 50 per cent entirely by machine, which includes most of the cigars in this country as, according to the United States Internal Revenue statistics for the year 1929, 96 per cent of all cigars smoked in this country were made in the United States.

The questionnaire went also to the departments of health of the forty-eight States and requested that they advise the Bureau of the facts relative to the cigar manufacturing industry within their jurisdiction, particularly with refer-

ence to whether cigars of the type referred to in the Cremo advertising as "spit-tipped" were manufactured, and if there existed a "spit menace."

Twenty-nine departments replied to this inquiry, eighteen of which declared that there is no "spit-tipping" within their territory and that sanitary conditions are generally satisfactory. In three States evidences of "spit-tipping" were apparent, but in each case it was declared to be against the rules and regulations of both the State and the manufacturers.

A further checking was made by directing inquiries to a large number of Chambers of Commerce and to local Better Business Bureaus. The reports received showed that only in isolated cases was "spit-tipping" found and in most of them it had been remedied.

The American Federation of Labor declared that it had no knowledge of the conditions set forth in the Cremo advertising in union plants and the president of the Cigar Makers' International Union stated that "we should withdraw the Union Label from any manufacturer who permitted such a condition to exist."

In answer to the premise of Cremo, that cigars are dangerous germ carriers, the American Medical Association called attention to an article in the *New York Medical Journal* for May 11, 1918, regarding a bacteriological examination of cigars purchased from twenty-eight different stores and indicating that the investigators had found abundant bacterial growth on the cigars but in no case discovered virulent pathogenic or pyogenic organism. (Pathogenic means disease-causing; pyogenic means pus-developing or secreting.)

Carl W. Johnson has been appointed director of sales of the Cleveland Graphite Bronze Company, Cleveland.

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IN the chemical elements of their makeup, Washington and Lincoln differed from no other men—but the mark of genius made them leaders of their day.

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THE raw materials entering all printing plants are identical in composition, but what a different story the finished product may tell.

Perhaps the reputation we have built during our 54 years of progress finds its source in the distinguishing impress of Goldmann craftsmanship.

ISAAC GOLDMANN COMPANY

Founded 1876

Printing of Every Description

80 LAFAYETTE ST., NEW YORK, N. Y.

Worth 6080



Slenderize with Salads!

GOLD MEDAL SALAD DRESSING

What Ever aile

IN an advertising program embracing the entire country, Best Foods, Inc., give retailers the kind of selling support to be found only in advertising which reaches the greatest number of people CONTINUOUSLY.

The busy retailer is quick to realize that these cards say CONTINUOUSLY to his customers, the very things he himself would like to tell them about Best Foods . . . if he had the time.

Day and night, week after week, CONTINUOUSLY

STREET RAILWAYS



Spread mine on thick, too!

Nucoa
OLEOMARGARINE
THE BEST FOODS INC.



*Slenderize
with Salads*

KEEP SLENDER
WITH THIS TASTY
NEW DRESSING—

verailer Wants

Throughout the year these desire-arousing food messages
are held before the eyes of the forty millions who ride
in the street cars every day . . . from fifteen to forty-five
minutes at a time.

Where else, in all advertising, can you approximate
(even spasmodically) this most powerful of all appeals
to the palate . . . real food in its appetizing colors and
natural size just as it's placed before you on the table,
ready to eat?

It's just what every retailer wants.

YSERTISING COMPANY



N u c o a

On Bread In all good Cooking

Nucoa

TIME'S ZODIAC



★ AQUARIUS ★

*the sign of moderation, optimism,
broad humanitarianism.*

BORN UNDER THE FLOWING URN

(Jan. 21. . . . Feb. 20)

* Newcomb Carlton
* Hernand Behn
Robt. Louis Stevenson
* Edward Cudahy
William McKinley
* Trubee Davison
Ellen Terry

* Abraham Lincoln
Gen. W. W. Atterbury
* John Ruskin
James Simpson
* Alfred de Musset
* Franklin Simon
Eugene M. Stevens

* Subscriber of
TIME
The Weekly Newsmagazine

**In Community and Resort
Advertising TIME ranked
2nd in 1929:**

Spur	93 pages
TIME	79 "
Nation's Bus.	70 "
Town & Country	52 "
Rev. of Reviews	50 "
Literary Digest	40 "
Nat'l Geographic	33 "

And in 1930 TIME will carry
even more of this advertising.

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1930

Glorifying the American Copy Writer

Let the President of the Company Sign Some Advertising, but Not Professional Copy Writers

By John Hall Woods

Advertising Manager, Great Northern Life Insurance Co.

NO matter how desirable a thing may be from one standpoint, it may be entirely impracticable from another.

I join with Mr. Artzt* in lamenting the anonymity of the American copy writer; but if he is going to be glorified, he will have to find some other way than by the general use of "by-lines."

Mr. Artzt gives us three arguments in favor of signed copy:

1. Artists do it, so why shouldn't copy writers?

2. By-lines would cause the copy writer to be "keenly aroused to the advantages of his product," and therefore he could "express that enthusiasm with greater interest, with greater conviction in terms of personal experience!"

3. Advertising lacks personality, but signed copy would correct this, because we would know that John Jones or somebody was talking to us as man to man, "recounting the exciting experience he enjoyed in finding a radio that beats them all. . . ."

Now, of course, because artists put their names on their pictures, it does not necessarily follow that copy writers should sign their copy, any more than it follows that typographers, engravers and contact men should be given credit.

The purpose of an advertisement, as I understand it, is to create a certain impression or bring about a certain decision, *as a whole*. We do not want readers to say, "That's a fine picture," or "That's a fine piece of writing," or even, "That's a fine advertisement." We want them to forget about the details, and about the advertisement itself, and to believe a certain thing about the product or com-

pany back of the advertisement.

It is easy to imagine a picture that would attract so much attention to itself that it would detract from the message. If the picture is right, however, the signature of the artist does not lessen its effectiveness.

But the copy writer's name at the head of the copy! That's different. We want the reader to forget about the details and remember the message. The advertisement emanates from the company paying for the space, and we want the reader to feel that the whole thing is a message from that company.

It is a fortunate thing that the average reader does not realize that there is such a thing as a copy writer. That knowledge would be just one more unessential thing to detract from the message.

The Company Is Speaking

How an advertisement gets there is of no concern to the reader, and I doubt if 10 per cent of them ever wonder about it. There it is and that's what this company has to say. The words are presumed to emanate from the president or collectively from the heads of the business. Of course it is not expected that the president will be able to paint a picture of it, so there is no incongruity in his having to go out and get an artist to do it for him. But the artist is interpreting the president's, or the company's, words.

It is fortunate, I repeat, that the average reader does not celebrate as follows: "Now, here is an advertisement about an automobile. The fellow who wrote it works for an advertising agency that is getting paid big money to say good things about this car. The writer probably wrote an advertisement about a vacuum cleaner or a type-

*"Should Copy Writers Sign Their Copy?" *PRINTERS' INK*, January 23, 1930.

writer before he wrote this, and he gets his money for being able to write about different things and make us people want them. He sits in an office, maybe hundreds of miles from the company, and thinks, 'What can I say about this car that will sound good?' He probably drives some other make himself."

Leave the scenery up, Mr. Artzt. It isn't necessary to take away the wings and the back drop and reveal the wind machine. (That was unintentional.)

There is a kind of signed copy which is good strategy, that signed by the president of the business himself, or some other high official of the company doing the advertising. If advertising is the "voice of the company," the president's name fits logically on some kinds of copy—and nobody else's does.

Alfred P. Sloan recently had his name at the top of some General Motors copy appearing in connection with the automobile shows. Perhaps he wrote the copy and perhaps he didn't. Anyway, the average reader will not wonder about it. Mr. Sloan wrote it, so far as he is concerned. There is his name, and it is the voice of General Motors. The inclusion of Mr. Sloan's title, along with his name, is what gives this copy its prestige.

Here is another, just off the press: "I challenged our engineers to establish a new standard of radio value . . . and they answered with The New Sparton Model 589." Signed by William Sparks, president and general manager of Sparks-Withington. Good copy, too, but the *idea* is what puts it over. No one else could have signed this copy. And what makes it good is not that it is signed by William Sparks, but by the president of the company, whose name happens to be William Sparks.

This type of signed copy, while not very common, is not unusual. Chrysler had a series of advertisements several years ago signed by J. E. Fields, but his title was not used and at that time I wondered who he was.

But this type of signed copy is not what Mr. Artzt is asking for.

Mr. Sloan, Mr. Sparks and Mr. Fields have their reputations, and they did not put their names on copy to build up themselves. They got the idea, or somebody else convinced them, that it would help their businesses.

The same benefit, I am afraid, would not be accomplished by too much personal experience writing by professional copy writers. Grant that by-lines would make the copy writer more interested in his work, but what of the advertisements? In the same issue of a large publication, we might have the following: "I had to get up early, so I set my Sleep Stopper. By Mac Artzt" (telling why he had to get up early); "My morning shave is *fun* now. By Mac Artzt"; "Junior grabs for Golden Smush at breakfast. By Mac Artzt"; and so on through Mr. Artzt's day.

By the time you get to page 197 and Mr. Artzt's joy in his Big Comfy bedroom slippers, you would have a good introduction to Mr. Artzt's personality, but next day you might ask the grocer for some of that "Mack-art" Smush, instead of Golden Smush.

And another thing: What would Mr. Artzt have to say the next week?

And still another thing: What would Mr. Artzt do if his agency lost the Golden Smush account and later acquired the account of Cracked Smush?

Copy Writers Would Become Testimonial Writers

No, a little personal experience may be a good thing, but too much of it would put copy writers in the class of paid testimonial writers. I would rather read of the experiences of Miss Constance Talmadge. I'm afraid the copy writer's expression of his "conviction in terms of personal experience" is not the solution of his glorification.

If advertisements lack personality, that's too bad. But their personality should be that of the company, not of the copy writer. His should be of the effecting variety, which buries itself in the creation of the company personality, or in its expression.

Of course, copy writers with

SERVICE TO ADVERTISERS

OTHER HELPS...

CHAIN STORE AGE

...CONFIDENTIAL BULLETINS...

SURVEYS...

COMPLETE LISTS...

MERCHANDISING ADVICE...

BY EVERY COMPARISON **FIRST** IN THE FIELD

93 WORTH ST. NEW YORK

recognized personalities and reputations do write copy sometimes, as Dudley Nichols did about his trip from coast to coast with the air mail. I doubt, however, if a long series like that would sustain interest. For one time, it was good tactics.

Elbert Hubbard and other famous persons have written advertising copy, and good copy, naturally. There are times when it is good policy to have copy written and signed by outsiders, or even by persons in the advertising business who are well known to the public. Bruce Barton's name on copy would add something, but Bruce Barton got his general reputation in a sideline activity—magazine and newspaper writing. I doubt if many persons outside the advertising business know that Bruce Barton is in this business.

It's all right to get a reputation and then add it to your copy by signing it. But it is a different matter to expect to get your reputation by signed copy. The advertiser's aim is to build up the prestige of his company or its product, not that of the copy writer.

Whenever the gentle reader is interested in the copy writer, it is because he is a known celebrity or because, as in the case of Mr. Sloan and Mr. Sparks, he is in a position to speak with the voice of authority on behalf of the advertiser. In some cases the copy of the celebrity will achieve the effect desired and the interest of the reader in the writer will be transferred to the product or company paying for the space. In other cases, the writing will be admired but the desired ultimate result will not be accomplished.

We are interested in the personality and literary output of writers of fiction because we expect entertainment from them. Our enjoyment of their message is the end sought in the reading section of a publication. Their copy is the product and *IT* is what we consume. It would be disastrous if nobody went any farther with advertising copy than to read it and enjoy it, and acquire admiration of the writer.

E. N. Hurley Heads Export Association

Edward N. Hurley, of Chicago, wartime chairman of the United States Shipping Board, was elected president of the American Manufacturer's Export Association at a recent meeting of the board of directors held at New York. He succeeds Thomas J. Watson, president of the International Business Machines Corporation, who continues as a member of the board of directors of the association.

Advertise New Road Surfacing Material

The Colphalt Company of Ohio has been formed at Cleveland to manufacture Colphalt, a new road surfacing material. An advertising campaign has been started in business papers. The account is being handled by Oliver M. Byerly, Inc., Cleveland advertising agency.

Heads Langenberg Company

E. B. Langenberg, vice-president and general manager of the Langenberg Manufacturing Company, St. Louis, has been elected president. He succeeds George F. Langenberg, who has been made chairman of the board. J. J. Walsh has been made vice-president and G. L. Kleeber, secretary and treasurer. A. L. Walters has been made sales manager and chief engineer.

Paint Account to Boston Agency

The Briggs-Maroney Company, Everett, Mass., paints and varnishes, has appointed Nelson, Duncan & Harlow, Boston advertising agency, to direct its advertising account. Newspaper, direct-mail and radio advertising will be used.

Norbert Hensler Joins Los Angeles "Examiner"

Norbert Hensler has joined the display advertising staff of the Los Angeles *Examiner*. He was formerly with the St. Paul, Minn., *News* and, at one time, was advertising manager of the Cordova Furniture Company, St. Paul.

Joins Nelson, Duncan & Harlow

Arthur M. Menadier has joined the copy department of Nelson, Duncan & Harlow, Boston advertising agency. He was formerly with the American Optical Company, Southbridge, Mass., and the Boston *Globe*.

New Advertising Business at Buffalo

Edwin K. Gross, formerly a member of the editorial staff of the Buffalo, N. Y., *Evening News*, has started an advertising business at that city under his own name.

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The Hare Likewise Was Asleep

By R. F. R. HUNTSMAN

Some New York people are still trying vainly to get somewhere in a Broadway car, and some advertisers are trying to sell goods in the Bronx without advertising in the Bronx *Home News*.

They may succeed—but if they ever are successful the chances are that they'll be too old to enjoy any money they acquire thereby.

The hare was beaten by the tortoise because the hare was asleep.

Slow, but sure is a good motto—if you have the time—but it is not modernistic by any means.

The Bronx is the fastest growing borough in Greater New York, and there are statistics galore to prove it.

The building of fine apartments there is a stupendous program of development unsurpassed in New York.

The trade outlets in the Bronx increase amazingly to care for the rapid growth of this population of money-making and money-spending New Yorkers.

Here is a concentrated market so large that one is astounded when learning that it may be covered by one newspaper—The Bronx *Home News*.

In a market of such size in any other section of the United States you must use two—per-

haps three—large newspapers to reach all its people.

The *Home News* "Carrier Delivery" in the Bronx is a splendidly organized regiment of young students in the various High Schools and Universities. Other newspapers may have its equal—none its superior.

It is costly and it is good. So costly that thus far the *Home News* has no competitor in this field.

At 4 o'clock every afternoon and at 7 o'clock every Sunday morning 150,000 families in the Bronx find the *Home News* at their doors.

Here is a perfection of newspaper service that many advertisers still are dreaming about. They do not know it really is accomplished—not once, but 365 times yearly—sometimes 366 times.

In the Bronx they say: "You can set your clock by the Bronx *Home News* boy."

Such a newspaper as this sells goods, sells them now—quickly.

I would not write this if it were not so.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

Tel.: Fitz Roy 0840

National Representative

"The Home News"

The "Great Wall"

of Northern Rhode Island

Invisible, yet practically impassable, is the "Circulation Wall," built by The Pawtucket Times and The Woonsocket Call, in northern Rhode Island.

No Providence newspaper even approaches "adequate" coverage beyond this line.



in a center of diversified and profitable employment, including the cities of Pawtucket, Central Falls and Woonsocket—await your advertising message through

The Pawtucket Times
and

The Woonsocket Call

Total combined net paid circulation 45,648

38,930 Families	(In Northern Rhode Island Territory)	37,043 Circulation
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Don't overlook the North Side of the Street of Rhode Island

The following figures were compiled from the latest
available statistics

Pawtucket

	No. Families State Census 1925	Pawtucket Times (Evening)	Providence Bulletin (Evening)	Providence Journal (Morning)
Pawtucket and Central Falls (twin cities)	21,629	22,264	1,144	6,338
Lincoln	2,405	1,522	129	323
Cumberland	2,327	1,723	40	275
Totals for above	26,361	25,509	1,313	6,936

Total Net Paid Circulation of The Pawtucket Times . . 29,895

Woonsocket

	No. Families State Census 1925	Woonsocket Call (Evening)	Providence Bulletin (Evening)	Providence Journal (Morning)
City of Woonsocket	9,972	9,732	309	1,734
Burrillville	1,883	1,326	382	180
North Smithfield....	714	476	19	25
Totals for above	12,569	11,534	710	1,939

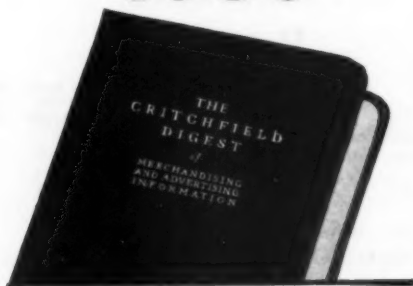
Total Net Paid Circulation of The Woonsocket Call . . 15,753

*There is only one way to blanket northern Rhode Island
and that is with*

The Pawtucket Times and The Woonsocket Call

Gilman, Nicoll & Ruthman *National Representatives*
New York Boston Chicago Detroit San Francisco

The New
CRITCHFIELD DIGEST
for
1930



**THE POPULAR REFERENCE BOOK
ON MERCHANDISING AND ADVERTISING**

Today there is more than ever need for accurate, up-to-date and quickly available information on the market situation. The need for this little book increases as the need for that knowledge grows with the times.

Here is authentic, up-to-the-hour data on markets; location of every town in the U. S. and Canada; statistics on population, motor registration, industries, banks, etc.; information on publications, their size, screen, rates and dates; on the national income; location of airports, laws of copyright, etc.

The Critchfield Digest has grown from a small media guide in 1911 to be the vest-pocket companion of hundreds of the country's leading executives. As business speeds up, they find it more than ever vital to have such data in ONE book, for instant reference, up-to-date and with the accuracy born of long experience in compiling such a work.

All these demands are answered by The Digest. It is flexibly bound; gold stamped and edged. Send \$2.00 now or order on approval with privilege of return.

CRITCHFIELD & COMPANY
 Chicago New York Philadelphia Minneapolis
 Los Angeles Oakland Portland Seattle

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"Beat Your Quota or Get Out" Makes Its Exit

The Time When a Bonus Was Based on Mere Volume and Super-Salesmanship Has Definitely Departed

Based on an Interview by Roy Dickinson with

L. J. Gumpert

Director of Sales, B. T. Babbitt, Inc.

THIS year flings a new sort of challenge in the face of business men. We all know that there are new conditions to meet. We also know that the American consumer has not given up any of his ambitions to lead a full life and to go after and get those things which he thinks he ought to have. We know further that it is no time to take it easy; that we face a year of strenuous competition to secure our share of the consumer's dollar.

When the line of total sales to consumers for all lines of industry turns slightly downward, every executive, including the man who manages the sales force, must turn to the elimination of waste in distribution. That is why the subject of markets is coming in for more attention than ever before, and those markets that have cost more to work than they paid in profits at the end of the year are being examined carefully to see whether they ought not to be taken off the sales map.

All through selling we ask ourselves the question, will it pay? Salesmen who came into the habit of being fairly good during the last few years must do better to take themselves out of the picture. Selling practices that were tolerated when sales were easy to make don't belong any more. It is a time for us all to get back to first selling principles and review the reasons why we do things in a certain way to see whether there are not better ways of doing them.

For with all the hard competition which every firm faces this year, there is a great question whether the old idea of "beat your quota or get out" is not going to be superseded by a better type of sales management which

will substitute a more sane ideal of selling for the old high-pressure stuff. In my opinion, the super-salesman is not going to be as popular in 1930 as he was before, and the old ideas of fixing a quota which a few star men are told to go out and beat is going to be supplanted by a search for profitable markets. There will be a growing realization that no matter who is representing the company in a market, help is needed on the firing line, and a recognition of the facts that after a certain amount of distribution has been secured it is up to the concern hiring the man to help him and his customers move that merchandise by an increase in consumer advertising.

Many a concern has turned itself deliberately toward a policy of smaller volume and greater profits. What does it benefit a concern if it tells its whole sales force that there is a quota to beat for 1930 and then finds at the end of three months that the sales force is 31 per cent beneath that quota? What is the next move? Fire the whole force?

What Is a Quota?

At best, it seems to me that what was meant by the word "quota," before it became a hurdle for a group of high-pressure men to jump over, was merely that portion of a market which a firm might reasonably expect to secure. That means resale in the territory, not adopting any means to load the retailer so that a salesman can go 20 per cent over last year. We must judge sales possibilities on the territory and sales potentials, instead of wishing a quota on a man and making him beat it.

All merchandising and sales ef-

forts, to succeed in a real sense, must have a broader purpose than merely a desire to take business away from competition. Yet that is what the individual volume quota was designed to do.

Sound merchandising must analyze and expand markets and create new uses and outlets, create new business where it didn't exist before. Even from the selfish viewpoint of an individual company, building a territory is better policy than forcing a man.

It is more profitable to expand sales and advertising effort on the market than prizes, nervous energy, carfare and expenses in driving the man who calls on the retailer.

It is no use just having goods on retailers' shelves, even if the salesman has beaten a quota in getting them there. What the modern manufacturer wants is representative distribution in the right territories, through logical outlets of proved profit potentials.

After this representative distribution is secured, added sales to the retailer don't bring in an added nickel of profit, and it is profit, not mere volume, that the sales manager is out to get now. From the time he gets his distribution it would seem far more sensible for the sales executive to spend money and effort on consumer advertising in the territory, and on men who know more about helping the retailer sell to the consumers in his territory than they do about breaking down the retailer's sales resistance.

The old-time quota, set up at an annual sales convention with the idea that it would be exceeded, the quota which always assumed that a certain increase in volume had to be turned in each year by every individual salesman, was based on what I consider a practical impossibility. This is that territories are exactly equal in opportunity, outside influences, and have exactly the same amount of work expended on them by the sales promotion and advertising departments.

Take two theoretical salesmen, Miller and Davis. Let us say they

are selling shoes on a quota basis and being specially compensated on all they sell above \$9,000 in volume.

Miller produces sales to the amount of \$10,000 in a given period. Davis brings home orders of \$12,000. Davis has a 20 per cent better performance than Miller only if their territories are exactly equal in opportunity and if outside influences have been identical.

If we make a market analysis based on incomes, purchasing power of wages and other factors and discover that in Miller's territory \$8,000 sales for the period was a reasonable expectation of natural sales volume and Davis' reasonable expectation was \$12,500, Davis doesn't show up so well as he did at first. For now Miller has done a 125 per cent job and Davis a 95 per cent one. The verdict is reversed on this basis. It now stands 29 per cent in favor of Miller instead of 20 per cent in favor of Davis, a difference of 49 per cent as between mere volume and territory quota valuation as a basis of comparison. If the company spent \$4,000 on special advertising in Davis' territory, then probably Davis ought to be fired, even though he did 20 per cent more business than Miller and secured more compensation because he sold more above the quota mark.

So I say quotas should be set, if any, on the territory, not on the man, and then only after a sound investigation of potentials.

Forced sales volume to the retailer is often a waste. Under the old quota plans, an automatic increase in the quota had to be met no matter what the cost. To help the retailer sell profitable items seems like sounder sense. And when distribution has been secured, what is better sense than to increase the advertising appropriation for all territories?

The consumer has been permanently enthroned as king. Markets are nothing more than groups of individuals able to buy the product.

If they keep passing by the retail stores in which the manufac-

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GAIN

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The Trend in St. Paul

A GAIN OF 976,782 LINES

In the DISPATCH-PIONEER PRESS
and

A LOSS OF 381,108 LINES IN THE NEWS

in

LOCAL DISPLAY IN 1929

Shows that the trend in St. Paul is overwhelmingly
toward the Dispatch-Pioneer Press.



The Local Display Advertising Situation in St. Paul

(In Lines)

	Dispatch	Pioneer Press	Sunday P. Press	Total
1929	6,298,138	4,067,742	1,385,236	11,751,116
1928	5,871,334	3,652,996	1,250,004	10,774,334
GAIN	426,804	414,746	135,232	976,782

	News	Sunday News	Total
1929	4,677,918	874,244	5,552,162
1928	4,987,066	946,204	5,933,270
LOSS	309,148	71,960	381,108

turer's goods are on sale, it makes no difference whether or not Miller and Davis and Johnson and the other salesmen have exceeded their quotas. Perhaps they have sold some retailers twice too much, others not enough. Unless the quota is placed on a quality basis with a bonus for opening new accounts and for intelligent resale work, it seems useless to me.

Advertising, continuous and adequate, to the individuals who make up the market is a present-day essential, more important than any quota system in building net profits.

Mere forced sales volume to the retailer is a waste. Another serious waste is the failure to tie up advertising closely to sales, right where the potential sales are. Knowing the cost per salesman, per territory, per new account, per call, per sales dollar, it pays best to put advertising and retail resale effort in markets where profit potentials are highest.

The sales manager of today cannot afford to take the firm's advertising for granted. He realizes that the best copy and art work will not produce net profits if the neighborhood is poor in sales possibilities, if the salesman does not tie his selling talk closely to the advertising and display ideas of his company.

So the sales manager keeps his eye on how well the advertising ties up with the resale job of the retailers in each territory. It is what happens to his company's product in getting out of the stores and into the homes of the users which interests him more than the volume of a salesman trying to meet a quota. Profitable volume will follow automatically if the advertising and merchandising are properly tied up.

We cut our personnel, trained our remaining men carefully to tie up our advertising at the point of purchase and we did, this January, a larger business than at any other similar period in our history.

We find that the retailer, when the advertising is properly sold to him, is more than willing to tie his

store up to the appearance of our full-page advertising. This applies to chain stores as well as independents. It does not seem logical to base even a profit quota for a territory on previous advertising appropriations.

A definite appropriation should be made based on the volume and profit already being secured. That advertising must be carried on to maintain previous sales. To secure a profitable volume in excess of that, the advertising appropriation must be increased. For the sales department to be expected to show increased volume based on past advertising expenditures seems to me to be putting the cart before the horse and a course of action which will result in overstocked retailers.

As long as our business continues to grow by following the policy of considering the territory, instead of driving a man to beat his quota of goods sold to retailers, we shall continue that policy.

And we shall continue to increase our advertising in our selling seasons to produce profitable sales in which the retailer shares, as well as the company.

Mail-Order Sales for January

Sears, Roebuck & Company, from January 2 to January 29 of this year, report sales of \$26,820,165, against \$24,501,008 for a similar period last year, an increase of 9.4 per cent.

Montgomery Ward & Company for January this year report sales of \$18,331,113, against \$18,128,836 for January, last year, an increase of 1.11 per cent.

The National Bellas Hess Company for January reports sales of \$2,472,673, against \$2,816,533 for January last year, a decrease of 12.2 per cent.

A. E. Turner with Kreamer-Daniels

Alan E. Turner, formerly engaged in merchandising work for the Munsey newspapers, The American Lithographic Company and the Bartlett Orr Press, has joined Kreamer-Daniels, Inc., New York, direct advertising. He will be in charge of the direct mail division.

Appoints Stedfeld Agency

The Testrite Instrument Company, New York, has appointed The H. L. Stedfeld Company, advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

Natio
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News

CHIC
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ACTIVE BUYERS



**IN BUFFALO
STORES ARE
UNDER FIFTY
YEARS OF AGE**

The youthful element in the Buffalo market participates in most retail sales. Under the age of 50 aspirations are formed, and desire for luxuries as well as common place things is most pronounced and buying suggestions secure immediate attention. No wonder the active buyers in Buffalo stores are in this youthful range of life, for a considerably higher percentage of The Buffalo Evening Times regular readers are under 50, than is true of either of the other Buffalo daily newspapers.

Youth alone cannot ring the cash register, but the constantly increasing desires of youth and the ability to satisfy these wants result in an ideal merchandising situation. The Buffalo Times serves youth and in Buffalo youth has sufficient earning power, plus ability to purchase.

75.72% of the heads of Times families are under 50 years of age. 67.22% of Times families have savings accounts; 49.67% resident telephones; 54.13% own their homes; 53.71% radios, and 50.81% own automobiles.

The Buffalo Times

A Scripps-Howard Newspaper

National Advertising Department of Scripps-Howard Newspapers, 230 Park Ave., New York City

CHICAGO SAN FRANCISCO
DETROIT PHILADELPHIA



Member of the Audit Bureau of Circulations . . . of The United Press and of Media Records, Inc.

LOS ANGELES DALLAS
BUFFALO ATLANTA

PACIFIC NORTHWEST'S 48% OF ENTIRE NAT

United States 1928 Crop
1928 by \$5,364,000 While
Washington Idaho
Alone is 41.2

Crop Output of Pacific Northwest

(December 1st Summary of U. S. Department of Agriculture for principal crops in each state.)

Oats Contribute to Pacific Northwest Prosperity

WASHINGTON
IDAHO OREGON

PRODUCE

1/3 NATION'S APPLES

1/7 NATION'S WOOL

1/8 NATION'S SHEEP

1 / 10 NATION'S WHEAT

1/12 NATION'S POTATOES

**1/12 NATION'S
CONDENSED
MILK**

\$86,000,000 Dairy Products
\$58,000,000 Poultry-Eggs
\$225,000,000 Live Stock

	1949	1948
Washington (25 crops)...	\$150,643,000	\$134,433,000
Idaho (19 crops)...	106,580,000	93,231,000
Oregon (17 crops)...	93,859,000	82,153,000

\$351,082,000 \$309,817,000

	\$351,682,000	\$305,817,000
Gain 1929 over 1928.....		\$41,265,000

Gain over 5-year average.....	31,622,000
-------------------------------	------------

The 50 principal crops of the United States in 1929 were worth \$8,580,731,000.



Onions near Eagle, Idaho

Thoroughly Cover This High
ONE ORDER, ONE RATE

THE PACIFIC NORTH

THE WASHINGTON FARMER, THE IDAHO FARMER
Reach 7 out of every 10 Farmer

General Offices: Spokane, Wash.

Representatives: Associated Farm

Advertising Representatives: Associated Farm



COWLES PUBLICATIONS

T' 1929 GAIN IN CROP VALUES NATION'S FARM INCREASE

**1929 Crop Output Beats
5400 While Gain In
Washington and Oregon
is 41,265,000**

an increase of about 1% over the \$8,495,-367,000 valuation of crops produced in 1928, reports the United States Department of Agriculture. Of this increase the three states of Washington, Idaho and Oregon contributed 48% or nearly half.

In addition to their crops, Pacific Northwest farmers receive an annual cash income of over \$210,000,000 each year from their milk, butter, cheese, poultry, eggs, sheep, wool, beef and other animal products, these providing a steady income throughout the year.

Even in ordinary years Pacific Northwest farmers are better than average customers. U. S. Department of Agriculture data shows the average purchasing power of Washington, Idaho and Oregon farmers for the 5-year period 1924-1928 as 41% greater than the nation's farm average.

Farming in the Pacific Northwest is a big business—too big to be dealt with at random from an editorial chair with a continent between. That is why the Pacific Northwest farmer consults and acts on the information in his state farm weekly, *The Washington Farmer*, *The Idaho Farmer*, or *The Oregon Farmer*. These state farm weeklies reach and really influence 7 out of every 10 farm households in their states, their combined circulation of over 110,000 being 83% UNDuplicated by any other single farm paper or magazine.

High
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ND ONE MEDIUM
WEST FARM TRIO
ARMER, THE OREGON FARMER
d Fruitgrowers in Their States
anch Offices: Seattle, Portland, Boise
pers, New York, Chicago, San Francisco

WASHINGTON IDAHO-OREGON

YIELD

32% MORE POTATOES PER ACRE

52% MORE WHEAT PER ACRE

53% MORE HAY PER ACRE

65% MORE BERRIES PER ACRE

134% MORE VEGETABLES PER ACRE

200% MORE APPLES PER ACRE

33% MORE MILK PER COW

25% MORE EGGS PER HEN

**THAN NATION AS
A WHOLE**



The Spokane Country—101,735 urban families. The *Spokesman-Review* and *Spokane Chronicle*, circulation 93,000 (86% UNDuplicated.)

Selfridge Selects The Daily Express



The American who taught Great Britain to advertise takes more space in *The Daily Express* than in all other British national dailies.

For more than twenty years Selfridge's has been the outstanding British retail advertiser. That house has investigated, tested and analyzed every class and kind of publication—

—and for years Selfridge's has constantly increased its use of The Daily Express. In 1929 Selfridge's used more than ten times as much space in The Daily Express than in its nearest competitor.

There are facts you need to know in the booklet, "The Man Who Taught Great Britain to Advertise." Send for your copy today.

The Daily Express

Read by the British Buying Classes

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

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Why House Organ Advertising Space Should Not Be Sold

Not the Least Important Reason Is That Manufacturing and Publishing Are Two Totally Unrelated Industries

Editor of PRINTERS' INK:

There is a question puzzling us which you, no doubt, can help us to solve.

We publish a house organ, by and for employees. It is also mailed to a good portion of our customers, and its present circulation has grown to the point where it reaches about 7,000 customers, stockholders and prospects, and has a distribution of about 3,000 to members of the organization. This little paper is issued once every other month and has been in existence for almost ten years.

The thought has occurred to us that it might be well to open our columns to advertisers, as we believe that many firms can use a publication of this nature to advantage and capitalize on its reader interest.

However, there seems to be a difference of opinion, in our organization, as to the advisability of doing this. Some feel that to admit advertisers would be to commercialize the paper and lessen its value. Others feel that it would be the means of building it up to greater proportions and at the same time would produce a revenue that would help defray expenses.

Some statement from you concerning this would be greatly appreciated.

THE question isn't new. The thought of converting the house organ into a medium for "outside" advertisers has occurred to many companies.

The answer, it seems, can be derived from a consideration of motives. First, why a house organ? Generally the aim is to build goodwill and encourage friendship and loyalty, either among employees or among customers, or, as with the "internal-external" type of house organ, among both groups of readers. Always, the purpose is to inspire respect and create confidence.

Our questioner's house organ is "internal-external," and thus is complicated for its publisher almost every question of policy. To the employees and to stockholders such a publication undertakes to convey a picture of what the enterprise is doing, of what are its aims and aspirations and achievements. It is

to the betterment of morale and of good feeling among the employees—so the majority of house organs believe—that the purpose appear honest and untinged by any taint of exploitation. And the weight of opinion is that the impression upon the employees cannot well be heightened, but rather is endangered with impairment, if the publisher invites advertisers to "capitalize on its reader interest."

The feeling that he is being capitalized upon is likely to influence the reaction, also, of the stockholder. If the house organ achieves its first purpose, it comes to him as a special visitor. It is the spokesman for the enterprise in which he owns stock. It comes to him through its own special channel. It is a thing apart and different, and distinctive from the ordinary magazines he reads. And the house organ is in the more advantageous position, in the opinion of most of those who have studied the matter, if it can present to the stockholder a single-minded appeal, unmixed with the appeals of "outside" interests.

To the customer-reader, the house organ is a good-will visitor. He reads it and respects it to the extent that it inspires interest and deserves respect. It comes to him free of charge. It must bid for his attention against publications for which he pays. If it comes to him bearing advertising, then his natural tendency is to classify it as something approaching a trade journal and to gauge its merit by comparing it with other trade journals. And whether he realizes his status or not, the moment a manufacturer's house organ takes on the guise of a magazine, competing against other magazines for reader interest and for advertising, that moment the manufacturer enters the publishing business.

There is a thought that leads to ramifications. The fact that the

manufacturer is also a publisher presents brand new problems of policy—problems that often will embarrass him in that they will involve his relationships with customers and suppliers, and problems that will pester him because they will thrust upon him premises and conditions that are wholly foreign to his experience. He must undertake to supervise the editing of a publication that must compete, for reader interest, with other publications that have behind them the prestige of size and of reader acquaintance over long periods of years, publications that are strengthened by facilities of research that, except at heavy expense, are beyond the manufacturer's reach, publications that have the look and the air and the authority of professional production. To sell his space he must organize and supervise a brand new kind of sales force. And he must furnish his new salesmen with selling facts about his publication—selling facts that will convince the professionally specialized men who buy advertising space.

Must Lead as a Publisher

If a manufacturer who is an outstanding figure in his manufacturing line enters the publishing business, he cannot well afford to fall short of leadership in the particular field or stratum of publishing he invades. If he happens to be a leading manufacturer of a business appliance and he decides to enter the general-business field of publishing with a house organ that, on its merits as a magazine, will command the interest of its readers and sell its space in competition with general-business magazines, then he will be wise if, before he takes the step, he visualizes all the possibilities and potentialities.

If he is willing to hire the talent and spend the money, he can produce a magazine that, in breadth of editorial scope and in quality of editorial content, will command respect. He may even go so far as to adopt the policy of subordinating his company and his product, of barring from his editorial pages any mention of either, and of depending for good-will effect upon

the single mention of his company's name in the copyright line. Upon a free-subscription basis, he can amass a considerable circulation. And his space salesmen, using quantity and quality of circulation and quality of editorial content as selling talks, can sell space. That a manufacturer can produce such a glorified house organ is attested by the fact that one American manufacturing enterprise has done so.

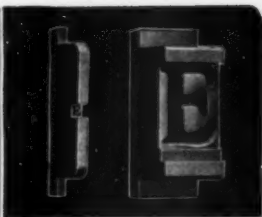
And after some seven years experience with the project that manufacturing company abandoned it—discontinued the magazine—sank it—and was gratified when the resultant bubbles ceased to rise.

The reason for the sinking was simple. The manufacturing company found itself, against its will, in the publishing business. To enlarge the magazine—as it ought to have been enlarged, if it was to represent its publisher's position in the manufacturing industry—would have entailed five years or ten years, hence a definite switch of a major part of administrative effort and energy from manufacturing to publishing.

"And," said the management, "we are manufacturers. Our progress must lie in the line of manufacturing. And so great is our opportunity in that direction that in justice to our business we cannot divide our interest. It is better to get out now rather than later, when to discontinue the magazine would attract even more attention."

If the house organ of the ordinary type, for instance, of the type published by our questioner, aspires to "build itself up," then it would seem that the path of expansion lies, not along the line of enlisting the revenue-producing help of "outside" advertising, but rather along a line of development that is wholly internal. After all, the house organ's fundamental purpose is selfish. And if we are to consider the matter in the light of ethics, why should any manufacturer look upon the sale of space in his house organ as a means of lowering its cost? With that objective in mind, how can he or his space salesmen sell space with sincerity?—[Ed. PRINTERS' INK.]

the matrices
... quick gathering



the stick
... easy justification



the machine
all slug make-up
and lock-up



ludlow
typograph
company

2032 clybourn ave.
chicago, illinois

- The constituent parts of the Ludlow system—an advanced method of type composition which disposes of many of the ancient difficulties of hand composition—and offers several distinct advantages which have been demonstrated to leading advertisers.
- Full information regarding the Ludlow system is at your disposal.

How an Industry Saved a Debased Product

Concentration on Selling End Brings Triumph to Spun Silk Research Committee

By John K. Hildebrand

WHEN an industry sets out to "trade up," or to raise its product out of the pit of debasement, what is the first big step to be taken?

The Spun Silk Research Committee, composed of the leading producers of spun silk yarns, which for two years has been working to restore spun silk fabrics to its throne among consumers and retailers, has found an answer to the question.

The place to begin, it has been determined, is at the selling end; that is, right where the product meets the buyer. If the customer can be sold on the trading-up policy, approves of a higher and standardized quality, and shows his approval by his readiness to give an order for the goods, the rest becomes simpler and easier.

This is at the opposite end from where such work usually begins.

Associations which are formed to cure trade abuses and raise the standards of an industry, commonly start with the producer.

He and his competitors are invited to meet for discussion. They agree that certain ethical principles ought to be observed, that things have got into a bad way and ought to be bettered, and a committee is appointed to draw up a code to

which all agree to subscribe. Everybody goes away feeling improved and sanctified, and that a better world is over the horizon.

And then one of these well-meaning producers goes up against a hard-boiled buyer. The buyer admires high principles; he also likes quality merchandise; he is interested in the goods before him;

but his first question is about the price.

The seller wishes to uphold the ethical banner just erected, but he also wants the order. He tries manfully to talk quality, but the buyer continues to talk price. "Come on; I've got people waiting; what is the best figure you can give me?"

We all know what is the last act in such dramas. The producer makes just one exception and comes away with the order—at a price.

The quality idea goes rolling into the dust-heap, and the

ethical code comes tumbling after. A few such incidents open a crack in the whole association structure, and if it survives at all, it is only as a hollow mask, or a name that figures only in the telephone book.

It is one of the conspicuous achievements of the Spun Silk Research Committee that it has transferred the focus, as regards wash silk, from price to quality. It has

**100%
PURE
SILK**

LAVELLE WASH
DRESSES

FOR YOUR JANUARY SALES

Probes crisp, up-to-date models, directly suited for active, youthful women and bigger women.

LAVELLE dresses are tested for wearability. One line radiates all the high style features of trimming, line and color.

Stock LAVELLE wash silk dresses NOW for quick turnover in January.

\$3.75

Truwear Dress Co., Inc.
300 Broadway
124 WEST 56th STREET
New York City



Free Mats Show Manufacturers How to Feature the New Name and Protective Tag

THROUGH *the* FOG

WHEN making up a list for any newspaper campaign, you are usually swamped with solicitations, befuddled by confusing claims of circulation and lineage; slapped on the back by "put-us-on-the-list-too" fellows; embarrassed by wires from dealers (at the publisher's expense!).

But Knight Certified Market Studies are safely charting campaigns through a fog of confusing claims by giving advertisers and agencies a clear, unbiased picture of the undeveloped sales possibilities, the buying and

reading habits of the people.

Knight studies have been made in eighty American markets. They're at your disposal. They'll help you to set an accurate quota—and reach it economically. They turn market claims into market facts—enabling you to place every advertising dollar where it will bring the greatest return.

Then if you have one of those peculiar problems, we shall be pleased to have one of our representatives call for a discussion and explain what can be accomplished by intelligent market research.

Knight Market Studies are Built on

*Personal interviewing, Permanently employed Field Investigators trained in securing accurate information * Machine Tabulation * Bonded Auditors * Correct Analysis * Complete Unbiased Facts*

EMERSON B. KNIGHT, Inc.

Certified Market Studies



ARCHITECTS and BUILDERS BLDG., INDIANAPOLIS, INDIANA

"The pump of American prosperity still works"

A statement by Prof. Irving Fisher before the American Association for the Advancement of Science

Yes, and especially

AT a recent scientific gathering, Prof. Irving Fisher, noted Yale economist, stated that in spite of last year's stock market crash, the pump of American prosperity is still working.

What Prof. Fisher said of America as a whole is even more applicable to the State of Iowa, for nowhere is the old pump of prosperity delivering more than in Iowa.

From Iowa's deep well of wealth, this pump of prosperity is pumping tremendous spending power in a steady stream. Proof of this is found in the fact that 712,019 automobiles were registered in Iowa during 1929—the largest registration in a state that already had one automobile for every 3.5 persons. And Iowa's 1929 gasoline tax reveals that Iowans drove their cars more last year than ever before, buying almost 50 million gallons of gasoline—5 million gallons more than in any previous year. Incidentally, Iowans purchased far more radios, smoked more cigarettes and did more building in 1929 than in any previous year.

Iowa's enormous 1929 income also adds substantially to the resources of this worthwhile market. Part of this wealth came from Iowa's fertile farms which will show an estimated income for the twelve months ending June 30, 1930, amounting to \$742,000,000. Part comes from Iowa's active factories, which last year had an output valued at more than \$800,000,000. And still another contribution comes from the thriving, commercial activities of Iowa's twenty-seven busy markets.

All of which indicates clearly Iowa's responsiveness during 1930. And, advertisers intent upon getting their share of Iowa's spending power, will find it is essential to back up their 1930 sales plans with advertising in the local, daily newspapers serving Iowa's twenty-seven distinct and separate key markets.

IOWA DAILY PRESS

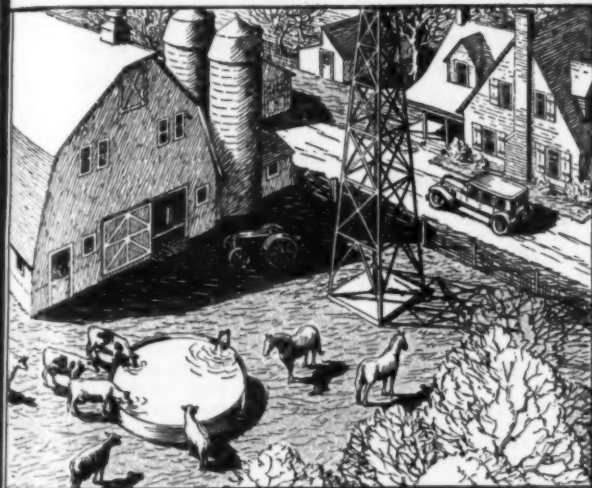


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 Fort Madison Democrat
 Iowa City Press Citizen
 Keokuk Gate City
 Marshalltown
 Times-Republican

Mason City Globe-Gazette
 Muscatine
 Journal & News-Tribune
 Newton News
 Oelwein Daily Register
 Oskaloosa Herald
 Ottumwa Courier
 Perry Chief
 Sioux City Journal
 Sioux City Tribune
 Washington Journal
 Waterloo Daily Courier
 Waterloo Tribune

ASSOCIATION

Office of the President
 Davenport, Iowa

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
THOS. A. EDISON, INC., <i>The Ediphones</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — — '28 '29 '30
THE TEXAS COMPANY, <i>Tenaxo Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29 '30
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29 '30
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29 '30
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29 '30
G. CERIBELLI & COMPANY, <i>Brioschi</i>	1927 '28 '29 '30
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29 '30
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29 '30
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29 '30
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29 '30
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29 '30
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29 '30
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929 '30

Hanff-Metzger

Incorporated

Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

HANFF-METZGER of California, Ltd., 450 Western Pacific Bldg., Los Angeles, Cal.

thereby freed the hands of the high-class producer, brought back the good-will of buyers, renewed the faith of consumers, and set upon its feet again an industry that was wobbling and without confidence in itself. Most cheering of all is the fact that machines are humming again and a pleasing pile of orders is rolling in for a restored and freshened product.

This is evidence of the fact that an industry has its home not in an ethical code but in the pocketbook. It lives not on an agreement to observe high principles but on orders for its goods.

When things go wrong, then, the first point of attack is the place where the orders originate. If matters are put right there, the muddy stream begins to clear itself, and it is no longer difficult to obtain the observance of the code. The code follows the orders.

Textiles, as is well known, have been a market football for several years. But no fabric in the silk industry was more the prey of the price-hound than the cloth known as "tub silk," which is the lowest price 100 per cent silk fabric that it is possible to manufacture.

Tub silk fell into a low estate within a comparatively few years. It was so popular as a volume seller that the temptation to monkey with its structure, in order to meet competition, was irresistible.

This was all the result of marketing on price alone. But by going direct to the point of sale, it was found that debasement of the structure of the fabric was not alone to blame. Manufacturers who had maintained a decent quality were at fault in other respects. They had failed to keep step with changing consumer wants and had ignored the element of styling. Buyers reported that women customers found patterns in "tub silk" dull and uninteresting. They also complained that too much attention was paid to spring and summer patterns; that there was a lack of dark ground colors for fall and winter wear.

One valuable field was being almost wholly neglected—that of children's wash silk dresses. The quality had been cheapened and the

same patterns of stripes and checks were offered year after year, and mothers who wanted to dress their children with more variety were resorting to other fabrics.

Some of these faults were a matter of common knowledge. Others might never have been discovered had not the Research Committee determined to go far back and get the facts from buyers and consumers.

The committee began action in February, 1928. By August it was seen that the trouble with the industry was basic. An investigation was carried out personally by J. Ralph Corbett, executive director of the committee, and M. A. North, the associate director, to determine the cause—all the causes. They employed a force of seventy-one college women to learn the state of mind among consumers, meanwhile themselves visiting over 400 department store executives. The survey covered twenty States and lasted over four months.

Unpopular With the Consumer

They found that of all silk fabrics, "tub silk" had become unpopular with the consumer; that is, it was completely out of touch with consumer tastes, and the consumer, in turn, had lost virtually all interest in "tub silk."

Garment manufacturers had almost ceased to use "tub silk," due to unbalanced weaving, impermanent dyeing, and limited patterns, while in many important stores "tub silk" had become a synonym for any low-priced silk or part-silk fabric which would wash, but not always successfully. Nearly half of the spun silk yarn produced by the whole industry formerly went into this class of goods, and this in an industry which had been accustomed to a sales volume of about \$16,000,000 a year. The diminishing popularity of "tub silk" therefore seriously affected the whole spun silk yarn industry.

Store buyers had lost confidence in the fabric because of its debased value and price, its lack of positive identification, and the uncertainty not only as to construction, but even as to width. Some producers, for instance, had been turning out

less than 31-inch width when it was supposed to be 32-inch, seriously interfering with dress patterns sold by the pattern companies.

Practically all the store buyers pledged themselves to give adequate orders, at better prices, for a tub silk that would come up to a certain minimum standard. Thus a pressure that could not be ignored was brought to bear on the producer: If he would make the right goods, he was assured of getting the right orders.

By consultation with leading department stores and a committee of technicians representing twelve of the firms producing wash silks, a final minimum standard of manufacture was worked out. This lays down specific rules for warp, filling, workmanship, width, dye and color fastness.

A number of silk weavers and converters agreed to produce goods up to this standard. This was the first step taken to establish quality, and not price, as the center of emphasis.

Finding a New Basic Name

The next step was to discard the old name of "tub silk" and find a new basic name which, in the mind of buyers and the public, would become easily recognizable and would take rank with such fabrics as chiffon or velvet. To obtain this name, and also to advertise the new standard to the trade, a contest was held which required mailings to 10,000 names associated with the trade and the industry.

The name "Lavelle" got the verdict because it is easily pronounced and remembered, and is founded on the French word, "*laver*," to wash. It was proposed by Paul Hyde Bonner, vice-president of the Stehli Silks Corporation.

To insure the proper use and identification of "Lavelle," the Research Committee issues two tags in different colors to weavers and converters. A blue tag identifies piece goods, and a green one is attached by garment manufacturers to every garment made of Lavelle silk. Manufacturers who fail to come up to the standard lose their

licenses and the right to use the tags.

At the same time, producers are expanding and freshening their patterns and prints. To this end a large amount has been spent on laboratory work.

The Research Committee has paid particular attention to the needs of garment manufacturers, in which field lies the greatest volume of wash silk consumption. It was pointed out to these manufacturers that the improved quality of material deserved an improvement in styling and designing, and each one was asked to agree to permit inspection of his products at any time.

Mats are supplied to garment manufacturers and silk producers featuring the name Lavelle as a registered trade-mark, and in every such advertisement the protective tag is reproduced in virtual life-size.

The possibility of tags being used on inferior goods is guarded against by having the committee investigators make frequent rounds of the trade, and by encouraging retailers to report all garments found to be below standard. All suspected goods are tested in the committee's own laboratory, and offenders are liable to lose the right to use the tags.

Though some opposition might have been expected, the new name and specifications were accepted both by manufacturers and retailers with surprising unanimity and promptness, and in the middle of the present winter preparations were made for the first test in the market.

Practically every industry has its blind spot. In wash silks there was a persistent failure to have colors and patterns suitable for winter wear. The concentration on the busy spring and summer season was so great that almost no attempt was made to exploit winter sales.

This condition was remedied in time for a large New York department store to put on a sale of Lavelle frocks and pajamas in winter colors soon after the first of the year. Here the name Lavelle was featured for the first

Aiding the Dealer to Buy...



THE editorial policy of HOUSE FURNISHING REVIEW is planned to promote greater efficiency in the merchandising of house furnishing goods, household electrical appliances and other time and labor saving equipment for the home.

The articles, as well as the many departmentals, the editorial comment, and feature presentations, are designed to (1) Reduce the cost of moving house furnishing products from the manufacturer to the dealer's shelves, and (2) Lower the cost of moving this merchandise from the dealer's shelves into the hands of the consumer.

A phase of paramount importance in this policy is the sustained editorial effort to aid buyers and dealers in buying wisely—emphasizing the relative importance of what to buy, where to buy, and how to buy. This is accomplished without sales-promoting any particular product at the expense of another.

That this policy is successful is attested by the many letters of commendation, in addition to the personally expressed endorsements of HOUSE FURNISHING REVIEW, from hardware and department store house furnishing buyers in all parts of the United States.

HOUSE FURNISHING REVIEW

including HOME EQUIPMENT

A Simmons-Boardman Publication

30 Church St., New York
Terminal Tower, Cleveland

105 W. Adams St., Chicago
215 Market St., San Francisco

time. The store's advertising emphasized the fact that the new silk was not only guaranteed, but had been tested in the store's own laboratory. The advertisement in question was reproduced and mailed to 20,000 buyers, informing them of the new movement to trade up in wash silk fabrics.

The public's response to this first sale was so great that another one was put on by a Brooklyn department store with 300 dresses made of Lavelle. All were sold the first day. That store followed up with another sale of 1,000 dresses, which again were sold out completely. Stores in other cities have followed suit.

The success of these winter sales means much to the industry, for another season has thus been added to the existing sales volume and will hence permit better preparations for the big rush in spring. The fact that neither buyers nor consumers have objected to slightly increased prices for a better product has strengthened confidence like nothing else could. There have been no price cuts, for the reason that there is no glut of merchandise, due to control of production through quality standards.

"The biggest danger in introducing a new name of this kind," said Mr. Corbett, "is the possible tendency to regard the trade-mark as individual and not basic. We are counteracting this not only by advertising the meaning of the name, but by encouraging manufacturers to append their own brand names to the basic one. Thus, a manufacturer who has a brand called 'Princess,' for example, is free to market his garments under the name 'Princess Lavelle.'

"This preserves his individuality and at the same time convinces the trade that our installation of a standardized fabric does not mean a leveling down, but a leveling up.

"In every way we avoid giving the impression that we mean to dictate to the individual producer. We make it plain that he is free, if he wishes, to continue making the old fabric, but that he cannot use the Lavelle name and tag with-

out observing our standards. This is only fair, and no one has questioned it. But the volume of orders coming in for Lavelle makes it likely that few reputable producers will continue making an inferior product simply to meet a price. We have proved that a better price goes with a better quality.

"But the acceptance of Lavelle does not mean any one price level. There may be several price levels, according to the care given to patterns, etc., just as eight-cylinder cars may have different prices, although remaining eight-cylinder cars."

Other sick industries will note that it is possible to restore quality to products, and that quantity need not lack for orders, but that improvement in a product should not be confined to structure alone. The consumer's desires for color, pattern, finish, and appearance are scarcely less important.

An industry may be thought ill, whereas it is only asleep. Failure to keep step with changing conditions, which reflect themselves in changing consumer wants, may be as fatal in these times as manufacturing a sick product.

Willys-Overland Advances G. M. Graham

George M. Graham, vice-president of Willys-Overland, Inc., Toledo, has been elected vice-president in charge of sales in addition to his other duties. Under Mr. Graham's direction, the sales department will function with Perry C. Gartley as Western sales manager and Nelson A. Beardsley as Eastern sales manager. Frank L. Wiethoff, assistant sales manager, will direct distribution of the company's products for both the Eastern and Western sales managers in addition to the home office operations of the general sales department.

Death of L. E. La Tour

Louis E. La Tour, an executive of the General Outdoor Advertising Company, New York, died recently at that city. He was sixty-four years old.

Mr. La Tour had been engaged in outdoor advertising work all his business life. In 1898 he founded an outdoor advertising company under his own name, which later merged with the O. J. Gude Company. He remained with the Gude company as a vice-president. When that company merged with the General Outdoor Advertising Company, he became an executive of the latter concern.

... out in front!

with more than double the
gain of the entire field!

The News still leads the parade of progress in San Francisco! During January, 1930, The News gained 177,187 lines of advertising . . . more than twice as much as all other San Francisco newspapers combined! Media Records, Inc., the national authority, certifies the following January lineage facts:

TOTAL DISPLAY

	Gain	Loss
NEWS	92,078
Call	36,562
Examiner	14,141
Chronicle	48,923

FINANCIAL

	Gain	Loss
NEWS	16,618
Examiner	12,861
Call	6,089
Chronicle	18,647

The News' financial section, just a year old, led its field in financial advertising again during January.

TOTAL ADVERTISING

	Gain	Loss
NEWS	177,187
Call	72,523
Chronicle	21,302
Examiner	19,262

Lead with the leader! Advertise your product in The News . . . San Francisco's fastest growing newspaper!

THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

U. B. P. Publications

Metal Trades

The Iron Age

Hardware Trade

Hardware Age

Hardware Age Catalog

Textile

Dry Goods Economist

National Dry Goods Reporter and

Drygoodsman

National Dry Goods Reporter

Wholesale

Shoes and Hosiery

Boot and Shoe Recorder

Hosiery Age

Jewelry & Optical

Jewelers Circular

Optical Journal

Jewelers Circular Buyers

Directory

Automotive

Automotive Industries

Automobile Trade Journal and

Motor Age

Motor World Wholesale

Commercial Car Journal and

Operation & Maintenance

Automotive Industrial Red Book

Chilton Catalog & Directory

Chilton Aero Directory and

Catalog

Oil

Oil Field Engineering

Petroleum Register

Allen's Superintendents Hand

Book

Toys

Toy World

Plumbing & Heating

Sanitary & Heating Age

Warehousing

Distribution & Warehousing

Insurance

The Spectator



United Business Publishers, Inc.

239 West 39th Street

New York City

OFFICERS:

A. C. Pearson, Chairman

C. A. Musselman, Vice-Pres.

F. J. Frank, Pres.

Arnold L. Davis, Sec'y

F. C. Stevens, Treas.

BUSINESS FOLLOWS

EDITORIAL

LEADERSHIP

BUSINESS publications do not just happen to be successful. They succeed because they satisfy a need for information—accurately, authoritatively, interestingly.

THE business papers controlled by the United Business Publishers, Inc. have attained dominance in their respective fields by first finding out what the industry wants to know and then printing it—accurately, authoritatively, interestingly. That is why you will find so many of them so frequently quoted when there is need for an authoritative opinion.

THE value of a business publication as an advertising medium lies in the degree in which the advertising message will be seen by those who have the power to buy the advertised commodity. Maximum "seeing" comes from maximum reading—and the publications of the U. B. P. enjoy a maximum reading because of their editorial leadership.

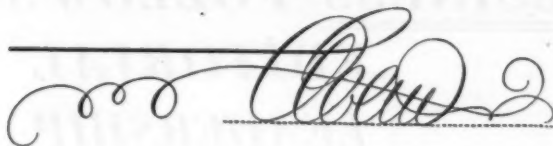
IF you would like to have convincing proof of this we will be glad to answer any inquiry regarding any of the publications listed on the adjoining page. Address

Division of Merchandising and Publicity

UNITED BUSINESS PUBLISHERS, INC.

239 West 39th Street

New York City



A STRAIGHT LINE TO THE DOTTED LINE

Interpretive direct advertising sets up a clearly defined, logically coherent line of thought in the reader's mind. It starts with his own self-interest—supplies complete and detailed information—refutes opposing arguments—and leads the prospect straight up to the point of purchase.

To create and produce interpretive direct advertising effectively calls for a personnel and a plant co-ordinated to undertake this dual job and complete it without lost motion—just such an organization as Evans-Winter-Hebb has been building for 15 successful years.

For the whole story, executives are invited to ask for our booklet, *Interpretive Advertising*.

EVANS-WINTER-HEBB Inc

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113

CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

Getting the Sales Force Behind the Industrial Campaign

How the Union Oil Company Prepared a Campaign That Was Enthusiastically Endorsed by the Sales Force

By Roland Cole

ONE of the greatest obstacles in the way of making the industrial advertising campaign more than ordinarily successful is the character of the salesmen who make up the selling staffs of most companies whose products, in whole or part, are sold to industry. These men are engineers, or technically trained. They place a very high estimate on personal experience, knowledge of the product, and ability to apply their training and skill to the solution of intricate mechanical problems. Advertising, when suggested as a means of helping them sell or service an industrial client, is quite apt to be regarded by them as something of a rather incidental consequence. It has sometimes been a matter of serious difficulty to persuade engineering salesmen that advertising can be of any real help to them. And as for lining up a staff of technical salesmen behind an advertising campaign to the point where they will support it, or make use of it, or acknowledge its value as a sales help, that is something that many advertising executives hope for but do not always realize.

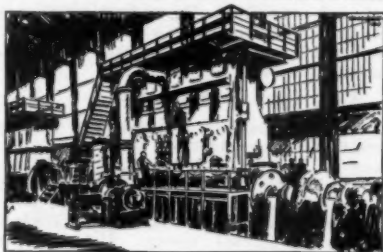
When the Union Oil Company, Los Angeles, came to consider how it might improve its 1930 industrial campaign over that of preceding years and at the same time enlist the whole-hearted interest and support of the sales department, it decided to proceed as follows:

1. To send its advertising director into the field for a close-up study of present operating conditions in industrial plants with which the company's salesmen have to deal in their relations with prospects and customers.

2. To prepare a campaign that addressed itself directly to these operating conditions.

3. To survey the entire industrial

BUSCH SULZER HAS "Success Tested" UNION DIESEL ENGINE OILS



A TYPE 6 CMT 10 x 12 single acting Vertical Marine Oil Engine developing 4500 horsepower was recently manufactured by Busch Sulzer for the U. S. Shipping Board—made the subject of a lubrication service test at the Busch Sulzer factory in St. Louis recently.

Union Oil Engine Oil was used for power cylinder lubrication. Union Diesel Engine Heavy for bearing lubrication.

Glucose Valve Oil, a Union product, for injection air compressor cylinder lubrication.

As conclusion of the test Busch Sulzer writes as follows:

"We are pleased that construction of expensive engine parts after tests have shown the above oils to

be satisfactory lubricants for the duration of the test and for the purposes mentioned."

In a separate test Cross Corporation Oil for compressors of similar sized Diesel engines, designed particularly for continuous duty, was given the Busch Sulzer stamp of approval.

These Busch Sulzer test "successes" named "Union Diesel Engine Oil" for you.

Write for Details

Full consumption records and complete results of these service tests will be supplied to anyone interested. Write W. L. Standford, Union Oil Building, Los Angeles, or communicate direct with the nearest Union Oil Distributing Station.

UNION DIESEL ENGINE OILS



UNION OIL COMPANY

One of the Advertisements Written Around Data Procured by the Advertising Manager

market for the purpose of determining with exactitude which industries were large enough to warrant advertising to, which mediums reached them most effectively, and to what extent each medium should be used, as to size of space and frequency of insertion.

4. To present the complete campaign to a general meeting of the company's sales department with

the idea not of forcing its acceptance upon the salesman but of bringing out their expressions of opinion.

5. To alter the campaign, should it be necessary, in accordance with the suggestions made by the sales department, after discussion, and thereby enlist the active co-operation of the men in the field for the advertising.

The trip of the advertising director took him into a number of industrial plants in several industries. He talked with engineers, plant superintendents and shop foremen. He accompanied salesmen on their calls. The things he listened for particularly were the subjects his company's salesmen and their customers talked about. He heard very little of the advertising lingo that characterizes so many of the advertising pages in technical periodicals—"saves time," "increases production," "acme of perfection," "does not sacrifice quality for speed."

What Users Talked About

Instead, he observed that conversation ran to familiar discussions of performance records in technical terms; to complicated tests; to fuel and lubricating problems; to increased efficiency expressed in decimal points. His notebook began to bulge with data on engine operation in various kinds of plants and under different conditions. From the owner of six Fageol trucks equipped with Waukesha DU and CU engines, he obtained a set of interesting figures on the comparison of the use of ordinary gasoline with Union-Ethyl, one year against another, with tonnage hauled, cost of repairs and cost of gasoline used. He studied the problems of rocker arm lubrication on an airplane engine in an airplane factory. He obtained the very latest data on power plant operation in fishing boats and trans-oceanic freighters, as well as in factories and electrical plants.

By the time he returned to headquarters he found he was well posted on most of the combustion troubles of a great many plant en-

gineers in a great many different factories.

The advertisements he caused to be prepared out of the data he brought home with him were very specific. One for use in the marine engine field contained an illustration of the engine room of the Elko, Nev., Lemoille Power Company, and opened with this paragraph: "When a 365-h. p. Busch-Sulzer Diesel Engine of the Elko Lemoille Power Company at Elko Nev., recently ran 211 days and 10 hours (approximately seven months), it established the longest known non-stop run by a Diesel engine." And followed it with a description of the use of Union Diesel lubricants during the run.

Another advertisement, in an aviation periodical, carried a large photograph of a man applying Union Ballroll grease to a Wright Whirlwind engine, accompanied by a detailed copy story on the performance records of this lubricant on other airplane engines.

Still another advertisement contained a detailed account of a test made on the engine of a trans-oceanic oil burner that had traveled 500,000 miles between Vancouver and Australia under varying conditions of warm and cold water in different climates.

Advertisements in automobile trade papers carried photographs and statements of Union Oil dealers. In the lumber field periodicals interesting advertisements were written on the long-lasting quality of wood and the same quality in Union Oil products. One advertisement showed a picture of Anne Hathaway's cottage, with a detail of the wooden beams and braces built a hundred years before Shakespeare courted Anne in 1581, and still standing. Another had a picture of Shakespeare's schoolhouse, still standing though built in 1500. In the mining field, examples of ancient metal work were illustrated in a series of advertisements and comparisons made with the lasting qualities of Union lubricants.

The company then made a detailed study of every industry in which Union Oil products were of





*"And so go on from day to day,
Getting a little fatter."*

**Which will serve as an intro-
duction to this statement:—**

**The February issue of Amer-
ican Druggist shows a gain of
90% over the same issue of
last year.**



**AMERICAN
DRUGGIST**



could be sold. About fifty industries were researched in this way. A complete report for each industry was drawn up. The one on "Lumber—Wholesale Division," for example, listed the number of lumber mills located in every State with the total amount of lumber cut in each State. Figures included the kinds of lumber products produced, their value, number of employees, amount of combined payrolls, raw materials and supplies purchased annually. Then the market for Union Oil products was indicated—the number of mills, ships and motor vehicles in operation, and the estimated yearly gasoline and oil consumption.

Attached to each one of these reports was a statement of the periodicals published in the industry with complete details about every one—circulation, rates, age and character. Clippings from a rate and data service were included. No detail that had any bearing on the advertising coverage of the industry was omitted.

Out of the fifty industries investigated, fifteen were selected as of enough importance, as actual and potential users of Union Oil products, to warrant inclusion in the advertising campaign.

The recommendations, accompanied by proofs of specimen advertisements were presented to a general meeting of the company's sales department, at which meeting were present the heads and assistants of every selling division, of which there are three. Some of the questions raised by members of the sales departments were of the troublesome kind: "Why don't we use such-and-such publication?" "What did we spend in that field or this paper last year?" "How much would we save if we cut out such-and-such periodical or industry?" "Why don't we advertise in such-and-such industry (one not included because of the small volume of possible sales)?" And many others.

So thoroughly had the preliminary work been done on the report and recommendations that at the conclusion of the meeting, during which dozens of questions were

asked and answered, the entire campaign was approved without change.

Every month proofs of all advertisements in the publications of each industry are mailed to every salesman. Every man is keenly interested in the advertising and the degree of co-operation now being manifested on the part of every member of the sales department is greater than it was in previous years.

Changes on "Hotel World"

Malcolm E. Woolley, for the last two years editor and publication manager of *Hotel World*, Chicago, will become manager of the *Hotel Mayflower*, Akron, Ohio, on April 1. He will continue to act as contributing editor. Mrs. M. E. Woolley, for the last seven years production manager of the Ahrens Publishing Company will also leave.

J. O. Dahl, merchandising manager of the Ahrens Publishing Company, becomes editor of *Hotel World* and Ellmore A. Hammesfahr, assistant editor. James S. Warren, editor of *Hotel Management*, will continue as advisory editor of *Hotel World*, of which G. A. Ahrens has been appointed business manager.

Kenneth Burgher Joins Critchfield

Kenneth Burgher, formerly with Littlehale-Burnham-Fulton, Inc., New York advertising agency, and, prior to that, with the Chicago office of the H. W. Kastor & Sons Company, Inc., has joined the New York office of Critchfield & Company, as an account executive.

Water Heater Account to Colcord Agency

The Johanson Water Heater Company, Chicago, has appointed David H. Colcord, Inc., advertising agency of that city, to direct its advertising account. Publication and direct-mail advertising will be used.

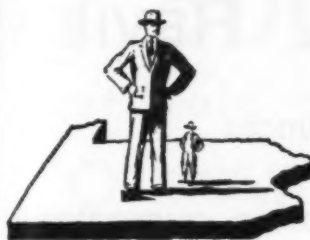
R. A. Woodford Directing Crosley Radio Sales

R. A. Woodford has been appointed general sales manager of the Crosley Radio Corporation, Cincinnati. He succeeds N. E. Newman who has joined the Felt & Tarrant Company, Chicago.

C. R. McHugh Joins "Motor"

Clifford R. McHugh, formerly Western advertising manager of *Motor Boat*, New York, has joined the staff of *Motor*, the *Automotive Business Paper*, also of New York. He will cover the territory out of Chicago.

Take Pennsylvania for Instance



Advertisers select media in Pennsylvania that appeals mostly to people living in cities and towns. Because they know that 90.9% of the population of that state is urban and that only 9.1% actually live on farms and the Pennsylvania farm market is decreasing every year! In comparison the farm market is small, but

in the Southwest It's Different

The farm market in the Southwest is large, and is growing! It is composed of 4,883,723 farm people (42.7% of the population of the five Southwestern states) whose average income is one-fourth larger and whose fixed living expenses are one-fourth smaller than the average city person. Invest in the rising farm market of the Southwest.



To Reach This Rich Farm Market

USE

FARM AND RANCH

The Farm paper of the Southwest

Main Office and Publishing House, Dallas, Texas
 Eastern Office, New York, 52 Vanderbilt Avenue
 Western Office, Chicago, 122 S. Michigan Blvd.

The Southwest Farm Market Consists of 1,048,000 Farm Homes with an Annual Income in Excess of 2 billion 400 million dollars.

PICTORIAL REVIEW

announces

- a new circulation guarantee
- six months guarantee periods
- with no increase in rates



Read Mr. Graham's statement on the opposite page

2,500,000

net paid guaranteed

OUR Publisher's Statement to the A. B. C. for the last six months of 1929 has just been released. The figures show an average net paid of 2,525,053.

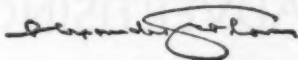
This is in line with our circulation of the past two years, giving advertisers an excess circulation ranging from 59,000 to 125,000 over our guarantee which is 2,400,000.

The same guarantee will be in effect for the first half of 1930, together with an excess circulation delivery comparable with that given advertisers during the past two years.

In accordance with pre-arranged plans for the last half of 1930, we will guarantee an average net paid circulation of 2,500,000 dating from the July issue 1930. We are also prepared at this time to guarantee circulation to advertisers by six months periods instead of annually.

With this new guarantee, advertisers can still expect to receive an over-delivery as before. The statement for this period will also show that no subscriptions are being carried as extensions.

All of which shows progress and represents circulation growth of the most desirable character.



Circulation Director

PICTORIAL REVIEW

CONCERTED ACTION

Concerted action at widely separated points alone can produce consistent gains in national lineage.

The inter-office co-ordination of the seven strategically located headquarters of the E. Katz Special Advertising Agency gives publishers maximum coverage of these important, widely separated points.

Forty-one years of successful representation have shown us that the development of new national accounts for local markets depends on the distant contacts with jobbers, distributors, manufacturers and advertising agencies which only a large and well equipped force can give.

E. KATZ SPECIAL ADVERTISING AGENCY PUBLISHERS' REPRESENTATIVES

ESTABLISHED 1888 NEW YORK DETROIT KANSAS CITY
CHICAGO ATLANTA SAN FRANCISCO DALLAS

Dentists Willing to Endorse Ethical Dentifrice Advertisers

First District Dental Society Passes Resolutions Favoring Advertisers Who Do Not Make Extravagant Claims

MORE than a year ago the First District Dental Society passed a set of resolutions condemning the practice of certain dentifrice manufacturers in making extravagant claims in their advertising copy (PRINTERS' INK, December 13, 1928, page 194). The publication of these resolutions, the first of the kind putting the dental profession on record against unethical advertising, met with considerable approval among dentists generally and several other dental societies adopted similar resolutions.

At a recent meeting of the First District Dental Society new resolutions were passed, which go several steps beyond those of a year ago. While the earlier resolutions condemned unethical advertising, the members of the society felt that the time has come when dentists must not only condemn the unethical but also must express their hearty endorsement of those advertisers who have manufactured good dentifrices and who have kept their claims within the bounds of reason. A statement read at the recent meeting of the society will give an excellent idea of the attitude of the members present at the meeting.

The statement says, in part:

"This society, having been the first to point out the false, extravagant and menacing claims of certain producers of dentifrices, now must take the next logical steps in pointing out what should constitute a sane and dependable method of making advertising announcements by dentifrice manufacturers in the press of the country.

"We should also, while condemning those who make these false and misleading statements, praise and approve the manufacturer who advertises in a sane and candid way claiming that their products are designed as cleansing

agents and nothing more.

"It may be true that most of the dentifrices on the market are harmless when used but we should not lose sight of the fact that when one makes claims which are false and misleading he should be classed as a cheat and one not to be trusted as to the product for which he makes such palpably untrue statements.

"Many people have accepted the claims made by these unscrupulous makers of dentifrices that their preparations would cure certain diseased conditions of the oral cavity. Those people thinking that they were treating such conditions properly allowed the conditions to progress beyond a possible chance of remedy.

"The pseudo-scientific phraseology which is used to cover this campaign of misrepresentation must be wholly condemned. Claims that these preparations are formulae of famous dentists or that the preparation is used or recommended by the dental profession should be shunned by intelligent people and their spurious claims be censured by the dentist."

The resolutions as adopted by the society follow:

BE IT RESOLVED, that the First District Dental Society endorse the action of and give moral and financial support to the American Dental Association in its campaign against useless preparations and extravagant advertising thereof; and,

BE IT FURTHER RESOLVED, that the First District Dental Society condemn those advertising methods used by certain manufacturers wherein they claim that their products if used in time will prevent decay and other dental maladies; and,

BE IT FURTHER RESOLVED, that the members of the dental profession if asked to recommend dentifrices to their patients will recommend those products the manufacturers of which make no misleading claims regarding their virtues; and,

BE IT FURTHER RESOLVED, that the profession support and ap-

prove those manufacturers of dentifrices who have prepared a definite and acceptable formula, and who do not claim that their products possess any curative value, or will prevent decay or diseased mouth conditions, but only act as an aid toward mouth hygiene.

Program Ready for Fifth District Convention

The annual convention of the Fifth District of the Advertising Federation of America, to be held at Battle Creek, Mich., on February 28 and March 1, will open with three division meetings on the morning of the first day. These meetings will be those of the retail selling, direct mail and club officers groups. The luncheon to be held on this day will be addressed by Governor Fred W. Green, of Michigan, and by Floyd B. Nichols, editor-in-chief, Capper Publications, Topeka, Kans.

Other speakers and their subjects will be as follows:

February 28, afternoon: Theme subject: "Markets and How to Reach Them." Speakers: James A. Coveney, George A. McDevitt Company, New York; Miss Edith M. Barber, director, home economics demonstration, The Kellogg Company, Battle Creek, Mich.; C. C. Parlin, manager, division of commercial research, Curtis Publishing Company, Philadelphia, and C. A. Baumgart, publisher, *Country Newspaper Advertising*, Des Moines, Iowa.

Evening: Banquet and annual dance. Addresses by C. C. Younggreen, president, Advertising Federation of America, and Captain Norman Allan Imrie, Culver Military Academy, Culver, Ind.

March 1, morning: Theme: "Media." Speakers: Major I. D. Carson, N. W. Ayer & Son; Miss Katherine A. Fisher, director, Good Housekeeping Institute, New York, and Frank A. Arnold, director of development, National Broadcasting Company, New York.

Noon: Aviation luncheon.

The Fifth District includes the States of Michigan, Ohio, Kentucky and West Virginia.

Appoints Rule-Williams Agency

The Spring Hill Fur Farms, Inc., Ashby, Mass., has appointed Rule-Williams, Inc., Worcester, Mass., advertising agency, to direct its advertising account. Newspapers, direct mail and radio advertising will be used.

Diebold Safe & Lock Appoints Ayer

The Diebold Safe & Lock Company, Canton, Ohio, has appointed N. W. Ayer & Son, Inc., as advertising counsel.

"Front," New Hotel Weekly

Front is the name of a new weekly hotel newspaper which will be published at New York, beginning February 14. O. L. Thayer is managing editor.

New Advertising Business at Washington

Associate Advertisers, Inc., a new advertising business, has been formed at Washington, D. C. James J. McNally, for nearly four years with the Washington Railway and Electric and the Potomac Electric Power Companies, is president. W. R. Willoughby is vice-president and treasurer of the new corporation.

W. E. Pashley Advanced by Pease Company

W. Earle Pashley, advertising manager of the C. F. Pease Company, Chicago, printing machinery, has been appointed assistant sales manager and second vice-president. He also was elected to the board of directors. In addition to his new duties he will continue in charge of advertising and promotional activities.

T. B. Metzger with Buffalo "Times"

Theodore B. Metzger, formerly advertising manager of the Buffalo, N. Y., Chamber of Commerce, and, more recently, a member of the local advertising staff of the Buffalo *Evening News*, has joined the staff of the Buffalo *Times*.

Join "Town Tidings"

Roland W. Lautz, formerly with the Photo Process Engraving Company, Buffalo, N. Y., has joined the advertising staff of *Town Tidings*, also of that city. James M. Tranter, formerly with the Buffalo Gravure Company, has also joined the advertising staff of *Town Tidings*.

Newcomb Loom Appoints Nelson Chesman

The Newcomb Loom Company, Davenport, Iowa, has appointed Nelson Chesman & Company, St. Louis advertising agency, to direct its advertising account. Magazines devoted to home making and home arts and crafts will be used.

R. C. Buffum with Lockwood-Shackelford

R. C. Buffum, formerly with Buffum, Boroughs & Lanfied, Los Angeles, is now with the Los Angeles office of the Lockwood-Shackelford Company, advertising agency, as a contact man.

Appoints Whitten Agency

The U. S. Bobbin & Shuttle Company, Manchester, N. H., and Monticello, Ga., has appointed Edmund S. Whitten, Inc., Boston advertising agency, to direct its advertising account.

Book Account to Gundlach

The Classroom Teacher, Inc., Chicago, has placed its advertising account with the Gundlach Advertising Company, of that city.

An Average of
500 WOMEN
Hear Mrs. Anna B. Scott
EVERY WEDNESDAY
In the
INQUIRER AUDITORIUM

Promptly at 2 P. M. Mrs. Scott, nationally known food expert, says "good afternoon" to at least a half thousand attentive, progressive Philadelphia women. They take notes for an hour—jot down the names of the food products used each week and go home to prepare new dishes—with new brands.

Learn how YOUR product can be tied up with these sales-producing lectures! Just write or wire our nearest office.

The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK 285 Madison Ave	DETROIT 408 Fine Arts Bldg.	CHICAGO 309 N. Michigan Ave.
SAN FRANCISCO 564 Market St.	LOS ANGELES 433 S. Spring St.	PORTLAND 67 Broadway
SEATTLE , 603 Stewart St.		



"Follow Thru!" Sometimes a difficult thing to learn—but an essential to good golf—equally as important as balance, judgment and precision. It's essential too in the paper you buy.

In GLACIER BOND the harrassed and stymied buyer will find a sheet that will put him on the green in par.

Balanced raw materials, judgment and precision in manufacturing methods give GLACIER BOND an economical price and a quality that follows thru with *service* to buyer and user. Try it on your next order.

Glacier Bond

Use envelopes to match your stationery

"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes





THE ONLY
 MAJOR MAGAZINES
 CIRCULATING IN
 MAJOR MARKETS
ONLY

The HOME
 The NEW MOVIE
 The Illustrated DETECTIVE
 The Illustrated LOVE

Sold in the
 WOOLWORTH STORES



Feb. 13, 1930

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TOWER MAGAZINE SELLING CONCENTRATES IN THE 1190 IMPORTANT MARKET PLACES

THE people who shop in Woolworth Stores, who see Tower Magazines and take them home, also shop at the department store and the specialty shop next door. The druggist, the jeweler, the grocer, the dealer in automobiles and supplies, are not many steps away.

Several of the national advertisers who have contracted for space in Tower Magazines revised completed lists to include this circulation laid down in the national buying centers.

Our circulation guarantee, beginning with the March issues, is 1,250,000. Further increases in circulation and rates are inevitable . . . and soon. Write for further information and final closing dates.

TOWER MAGAZINES

INCORPORATED

55 FIFTH AVENUE
NEW YORK CITY

Telephone—New York
Algonquin 0402

CHICAGO
35 East Wacker Drive
Telephone—Central 4650

were backed up by a force of local salesmen especially employed to sell the coffee and the coffee only. Full pages and half pages were used in the local newspapers.

The four local campaigns are to serve as the basis for studying further exploitation and to learn what problems are likely to be encountered in introducing the coffee. From the information gathered, it appears that similar campaigns in other cities will be tried.

H. L. Tinkham Heads Douglas Shoe Company

At a recent meeting of stockholders and directors of the W. L. Douglas Shoe Company, Brockton, Mass., Herbert L. Tinkham was elected president. Charles D. Nevins was made vice-president and treasurer, Burton J. Torrey, clerk, and Warren A. Weeks, assistant treasurer.

Lester D. Morse, a nephew of the late W. L. Douglas, founder of the company, and for the last four years, advertising manager, was elected to the board of directors. Other directors are Herbert T. Drake, Ernest S. Rogers, Clarence C. Reed, Mr. Tinkham, Mr. Nevins and Mr. Torrey.

G. A. Castle Heads Corson Company

George A. Castle, treasurer and director of the Corson Manufacturing Company, Lockport, N. Y., has been elected president of that company. He succeeds E. G. Corson, who has sold his interest in the company to devote all of his time to the publication of the Lockport *Union-Sun and Journal*, of which he is publisher.

Detroit "Times" Advances F. W. Pennock

Francis W. Pennock, for the last year on the local advertising staff of the Detroit *Times*, has been placed in charge of the national advertising department of which Rodney E. Boone is general manager. Mr. Pennock succeeds the late Gilbert Stanley Crane.

Death of H. E. Bexten

H. Everett Bexten, secretary-treasurer of the Menke-Bexten Advertising Agency, Quincy, Ill., died recently at the age of thirty-two. He had been associated with the Menke-Bexten agency for the last two years.

Michigan Dailies to Meet

The Michigan League of Home Dailies will hold a meeting at Grand Rapids on February 21 and 22. One of the topics of discussion will concern the difference between national and local rates.

Wants Six Chairs Like Groucho's

FREERE-VOGEL-CRAWFORD-INC.
MILWAUKEE, JAN. 27, 1930.

Groucho,
Care of PRINTERS' INK:

Dear Groucho:

Such is the price of fame!
In a recent issue of *PRINTERS' INK* I noticed reference to you in a help wanted advertisement. The words were something like "we want a thoroughly capable man who knows all the ropes like Groucho does!"

Don't know what you call it . . . but that's a "natural," if you know what I mean (and I think you do).

Almost any day we may expect to find "Groucho" used as the measuring stick when trying to indicate the high calibre of help wanted. For example: "A-I agency executive who knows when to send one quart and when to send a case, like Groucho does" . . . or "a smart man like Groucho, who can create a means of telling his troubles to the world, thus, getting them off his mind . . . at a profit."

If I knew who you really are I'd like to hide behind a screen in your office and see that sloping-seated chair in use. By the way, if you control the basic patents on the construction of this contraption we would like to have manufacturing rights for about six.

Please, Groucho, don't let 'em kid you out of your weekly contribution to the good of our souls . . . and when you need spiritual help in Milwaukee I'll give you all my best numbers.

"GARRY,"
(C. W. GARRISON)

J. W. Jones Leaves Erwin, Wasey

J. Wiley Jones, formerly an account executive with Erwin, Wasey & Company, New York advertising agency, has resigned from that agency to devote all of his time to the Old Homestead Company, New York and Rochester, maker of marmalades and jellies, of which he owns a controlling interest. He was, at one time, New England manager of the Butterick Publishing Company.

Triplex Glass Sales Increase

Net sales of the Triplex Safety Glass Company of North America, Inc., Clifton, N. J., for 1929 amounted to \$4,668,000, as compared with \$1,986,590 for 1928.

Appoints Potts Agency

The Carter Bloxend Flooding Company, Kansas City, Mo., has appointed R. J. Potts & Company, advertising agency of that city, to direct its advertising account.

Death of E. B. Hoisington

Ellis B. Hoisington, advertising manager of the Northern Engraving Company, Canton, Ohio, died recently at that city.

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Feb. 13, 1930

PRINTERS' INK

MEMBER 100,000 GROUP OF AMERICAN CITIES

8 YEARS *of Leadership!* *and....*

eight years of producing results for advertisers . . . a tribute to the pulling power of The Peoria Journal-Transcript!

in 1929

The Peoria Journal-Transcript led the second Peoria newspaper in 19 out of 28 major classifications, including: TOTAL LOCAL, NATIONAL, CLASSIFIED, AUTOMOBILE, AUTOMOBILE ACCESSORIES, DEPARTMENT STORE, MEN'S CLOTHING, RADIO, ELECTRICAL APPLIANCES, FINANCIAL, FOOD, FURNITURE, HOTELS, INSURANCE, JEWELRY, DRUG STORES, MEDICINES, and MISCELLANEOUS LINAGE.

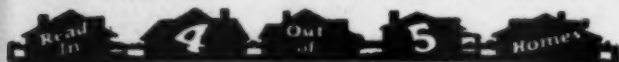


THE PEORIA JOURNAL-TRANSCRIPT

Chas. H. Eddy Co.
Nat'l. Representatives

Peoria, Ill.

Chicago
New York Boston



**The only Peoria newspaper to
make a gain in National**

lineage in 1929!

OFFSET CLIPPING LITHOGRAPHY *the* SALE

ALWAYS there is a detail of finish or of craftsmanship which gets the lion's share of attention as the prospect looks over your product. ☐ That is the part to picture by OFFSET Lithography. By OFFSET, the world can see these appeals which otherwise might be seen by only a few. ☐ And—these colorful pictures can be produced on attractive paper stocks, adding to the sales clinching abilities of the process.

*Call in an OFFSET
Salesman*

Phone the lithographer nearest you. Ask him to show you pictures that are different—on paper that is different.

*Published in the interests of
more effective advertising by
the Harris - Seybold - Potter
Co., Cleveland, Ohio, manu-
facturers of...*

HARRIS
offset presses

POTTER
offset presses



PRODUCED ON A HARRIS OFFSET PRESS

PHES

E

ART SUBJECT COUNTRY OF
GUINIA-PADE AND BROSSE
SMITH & PIERCE, INC.



Lithography
Celebrating that future through to color

PHES

The Street Everybody Knows—

WALL STREET, the Grand Canyon of the world's business, is a street everybody knows. Those to whose interest it is to know it best — read one or more of **THE BARRON GROUP** — *The Wall Street Journal* — *Boston News Bureau* — and *Barron's, The National Financial Weekly*.

This group of financial publications gives national coverage of all people to whom the daily news and trends of action in Wall Street are of vital importance.

If you have something to sell — a product or a service in the luxury class — where your market is made up of people of more than ordinary means, you can reach this market most directly and without waste circulation by advertising in **THE BARRON GROUP**.

A special rebate covering all three papers of
THE BARRON GROUP

*This special rebate will be quoted to advertisers or
advertising agencies upon application.*

*Address either: Paul Howard, Advertising Manager of The Wall Street Journal,
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of
Boston News Bureau, 30 Kilby Street, Boston, Massachusetts*

The BARRON GROUP

The Wall Street Journal

Boston News Bureau

Barron's. The National Financial Weekly

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The Wanamaker Advertising Platform

This Advertising Program, Formulated about 1900, Is in Force in Large Part Today

1. WHEN orders are passed, the buyer of the merchandise shall be interviewed by the Merchandise Office, and the facts, news, stories and reasons for the purchase be written down and scheduled, the schedule to be given to the Advertising Bureau as an aid in making out assignments and allotments of advertising space and in the preparation of copy.
2. Daily reports shall be procured from the Receiving and Stock Rooms of important shipments arriving, and the goods inspected.
3. Advertisements shall be written by the advertising writers only upon personal inspection of the merchandise and conference with the buyers or assistants.
4. The daily advertisement shall be in type each day by four o'clock to be verified in the following particulars:
 - (a) As to accuracy of statement.
 - (b) As to the pulling power of the advertising.
 - (c) As to the tersifying of the advertisement to save wastage and money without losing the brightness of the page. Often a thing can be said in two lines to which three or four lines are devoted, without hurt either to the sense, the clearness, or the attractiveness.
 - (d) As to the reputation the statement will bring to the store generally.
 - (e) As to the English and the French used.
5. Each writer shall be assigned certain departments to study and prepare advertisements in advance on regular stocks of merchandise.
6. Editorials, general articles on service, convenience, store equipment, etc., shall be prepared in advance as needed.
7. Sentences shall not begin, except where unavoidable, with "the" or "a" or commonplace words.
8. Commonplace and trite headlines shall always be avoided.
9. Headings shall tell enough to indicate the kind of merchandise and whether men's, women's, children's or for the house, and should always be original and enthusiastic.
10. Understate and never exaggerate.
11. If the statement of a bare fact is likely to be unbelievably plain enough about it to make it carry confidence.
12. Always give the reason for a special price or extra quality.
13. Use short, direct, vigorous sentences and unhackneyed though plain words.
14. Tell the whole truth, even though it hurts. Conceal nothing the customer has a right to know.
15. Remember that advertising costs more than a cablegram, so save unnecessary words.
16. Don't overload the advertisement with descriptions, prices and other details.
17. Write only enough to bring the customer to the store—but take care that she is not disappointed with the goods advertised when she does come.
18. Don't use such small type that old people cannot read it.
19. Remember always that next to merchandise and service, it is the advertisement that adds to or detracts from a store's reputation and character.
20. Advertise each article with the idea of building up business for the whole store instead of merely getting business on that article.
21. The classes of goods must be arranged in the papers in orderly fashion, the harmony of the page to be observed by keeping dress goods, silks, linings, etc., together; by not putting diamonds against dishpans, candy, etc.
22. Almost every newspaper has a different clientele. Study should be made of its constituency and the copy prepared for that clientele—

Reprinted by courtesy of the Macmillan Company, from "The Business Biography of John Wanamaker," a new book by Joseph H. Appel.

women's goods in women's papers, men's goods in men's papers, sporting goods in sporting papers, etc.

23. The members of the advertising force shall specialize in certain departments, with a view to educating themselves so thoroughly in the merchandise that they will be qualified to contribute advertisements on these departments suitable for the different clienteles of any of the papers.

Oakland Motor Car Appointments

C. S. McElwain has been appointed advertising manager of the Oakland Motor Car Company, Pontiac, Mich. He has been acting advertising manager for several months. W. M. Chamberlain, former sales promotion manager for Oakland, has been appointed Great Lakes regional manager. H. H. Goodrich, formerly with the Chevrolet Motor Car Company for seven years, has been appointed sales promotion manager of the Oakland company.

M. A. Bettman Starts Own Business

M. A. Bettman has started his own advertising business at Chicago under the name of the Bettman Advertising Agency. He has been with the Charles H. Touzalin Agency, Inc., of that city, as manager of the classified department and formerly was with Guenther-Bradford & Company, Inc., also of Chicago.

Vick Chemical Net Shows Increase

The net income of the Vick Chemical Company, Greensboro, N. C., for the calendar year of 1929, amounted to \$3,631,075, after taxes and depreciation. This compares with \$2,786,691 for the previous year.

Joins Hanff-Metzger at Los Angeles

Fred M. Jordan has joined Hanff-Metzger of California, Ltd., Los Angeles, as an account executive. He formerly was with Young & McCallister, of that city.

Appoints Bott Agency

The Bosca-Nelson-Pryor Company, Webb City, Mo., art leather goods, has appointed the Bott Advertising Agency, Little Rock, Ark., to direct its advertising account.

New Account to Rose Agency

The Matchless Electric Company, Chicago, Matchless automobile lamps, has appointed the Edward Wm. Rose Company, advertising agency of that city, to direct its advertising account.

Devoe & Raynolds Reports Record Sales

The Devoe & Raynolds Company, Inc., New York, and subsidiaries, paints and varnishes, for the fiscal year ended November 30, report that sales amounted to \$16,178,861, an increase of \$1,077,561 over 1928 and the highest volume cited by the company.

Net profit, after taxes and other charges, amounted to \$1,085,615.

G. S. Mahan, Lee Tire Director

George S. Mahan, vice-president of the Corn Products Refining Company, has been elected a member of the board of directors of the Lee Rubber & Tire Company, Conshohocken, Pa. Robert I. Barr, vice-president of the Chase National Bank, New York, has also been elected a director.

A. D. Cameron, Vice-President, Hall Electric

A. D. Cameron, formerly Eastern district manager of the Hurley Machine Company, Chicago, a General Electric subsidiary, has been appointed vice-president in charge of sales and purchasing of the Hall Electric Company, Philadelphia. He has been with the General Electric organization since 1911.

Appoints Gottschaldt- Humphrey

The Southern Oil Stores, Inc., Birmingham, Ala., has appointed Gottschaldt-Humphrey, Inc., Atlanta advertising agency, to direct its advertising account. Newspaper and radio advertising will be used.

New Account to Robinson, Lightfoot

The Horoelectrical Corporation, New York, manufacturer of Horoelectric time switches, has appointed Robinson, Lightfoot & Company, Inc., advertising agency of that city, to direct its advertising account.

"Radio Industries" Opens New York Office

Radio Industries, Chicago, has opened an Eastern office at New York. William G. Many, formerly advertising manager of the Cameron Machine Company, Brooklyn, N. Y., has been appointed Eastern editor and manager in charge.

Appoints Baltimore Agency

The M. A. Long Company, Baltimore, engineer and contractor, has appointed The Hoffman Brothers Company, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Interesting Facts ~ ~ ~

... disclosed by a recent analysis among more than 500 manufacturers advertising in the **AMERICAN EXPORTER**

- (1) Average number of years exporting—18
- (2) Average exports to total sales—15.2%
- (3) 70% increased their exports in 1929 over 1928.
- (4) Average export increase (excluding those exceptional cases where increases were from 150% to 500%) . . . 22.7%
- (5) 77% of those who extend credit find export credits safer than domestic.
- (6) Only 19%—though they export 15.2% of all they sell—have even ONE salesman abroad.

An indication, certainly, of the increasing preference abroad for American manufactured products, the power of illustration and the written word in export selling

AND

the importance of using a medium that not only reaches all the overseas markets, but is read with confidence by the buyers in those markets.

American Exporter

370 SEVENTH AVENUE
NEW YORK

"World's Largest Export Journal"



Advertising Sidelights of a Retailers' Convention

Some Comments on the Problems of Dry Goods Retailers That Should Be of Interest to National Advertisers

LAST week several hundred delegates gathered in New York for the annual convention of the National Retail Dry Goods Association. They represented retail establishments in all parts of the country through which pass a tremendous volume of merchandise on the last leg of its journey to the consumer. Their problems were discussed from a variety of angles, many of which directly concern national advertisers.

Of particular importance were the sessions devoted to advertising, sales promotion and style trends. An insight into the opinions and experiences of retailers concerning these phases of their business is given in the following excerpts and digests of viewpoints presented for consideration of the convention.

* * *

Three pretty theories which retail advertising has taken to its bosom were recommended to the particular interest of those bent on eliminating advertising waste. These theories, described by P. E. Murphy, advertising manager, Frederick Loeser & Company, are:

1. That it is one of the functions of a store to educate its customers in a greater appreciation of beauty and good taste.
2. That it is one of the functions of a store to create new needs, wants and desires in the minds of its customers.
3. That fashion is "the be-all and end-all here" as far as retailing is concerned.

If these theories are minimized, he believes, more waste will be eliminated than by worrying about how many picas of white space should be left between the sections of an advertisement. He advocates that retail advertisers "leave the function of creating new needs and wants to the national advertising of the manufacturers with whom we deal, and use our energies to sell the products of these manufactur-

ers once a demand for them has been created."

"I do not say that a store should not make every legitimate effort to keep in touch with changing trends in demand," Mr. Murphy said. "I do say, however, that it is not the function of a store to initiate these changes. I do say that the position of a store, as the last link in the chain of distribution, makes it wasteful for a store to assume functions which properly belong elsewhere."

* * *

Who should check lineage, the controller, or the advertising department? This question aroused considerable discussion. There was no general agreement on the subject. R. H. Macy & Company have solved the problem by having a representative of the controller's office regularly located in the advertising department where she can be kept posted on minute-to-minute developments.

* * *

Sale advertising versus institutional copy again had its place on the program. Retail advertisers, in the opinion of Kenneth Collins, of Macy's, continue to run so much daily drivel and fail to run enough institutional advertising. There is no successful store, he declared, which can ever find that more than a few per cent of its sales are directly traceable to the "buckeye" day-to-day merchandise advertising. Retailers should realize that from 95 to 100 per cent of their patronage comes from the fact that people just like a store and want to go there, irrespective of special sales, attractive advertising features or any other publicity devices. This being the case, reasoned Mr. Collins, intelligence dictates that advertising be used more to acquaint people with the character, principles and types of merchandise and service of the store.

World-Herald's Biggest Year In Volume of PAID Advertising

Increase of 9.6% Over Previous Largest Year!

In the year 1929 The World-Herald published the greatest volume of advertising in its history—which also means the greatest volume ever published by any Omaha newspaper.

The total was 13,764,618 lines, a 9.6% gain over the previous biggest year.

The World-Herald led the other Omaha paper during 1929 in paid advertising by 79%—printing 64.2% of the total paid advertising in the two Omaha newspapers. The figures:

Linage in Omaha Newspapers 1929 and 1928

Measured by the Haynes Advertising Co., Omaha

WORLD-HERALD

	1929	1928	Increases
Local	7,716,226	7,246,764	469,462
National	2,843,386	2,163,784	679,602
Automotive	1,035,804	914,844	120,060
Want Ads	2,169,202	2,235,800	Loss 66,598
Total Paid	13,764,618	12,561,192	1,203,426

World-Herald Gain, 1929 Over 1928, 9.6%

BEE-NEWS

	1929	1928	Losses
Local	4,580,450	4,960,998	380,548
National	*1,481,858	1,673,140	191,282
Automotive	563,962	668,920	104,958
Want Ads	1,039,542	1,221,822	182,280
Total Paid	*7,665,812	8,524,880	859,068

Bee-News Loss, 1929 Under 1928, 10%

*The above totals do not include the "American Weekly" distributed with Hearst newspapers. This magazine carried 869,204 lines of national advertising in 1929.

THE WORLD-HERALD

Nebraska's Home Newspaper

December, 1929, Circulation Average

128,436 Daily 124,423 Sunday

Net Paid

O'MARA & ORMSBEE, Inc.

National representatives

New York

Chicago

San Francisco

Detroit

Los Angeles

IS THIS YOUR PR



CHURCHILL-H

50 UNION SQUARE, NEW

Member American Association of Ad

R PROBLEM, TOO?

47 years ago The Warren Featherbone Company of Three Oaks, Michigan, began the manufacture of one of the most complete lines of home-sewing accessories, dress-making supplies, notions and textile specialties in America.

To adjust this old and well established company to the modern era, we have, with them, coordinated the entire line, of more than 270 items, into a definite and instantly recognizable unit of sale; designed modern boxes and wrappers; developed a *selling* appeal to The Woman Who Sews; launched a hard-hitting merchandising campaign to the trade; and have prepared a new and unusual advertising program which, this year, will reach 12,000,000 women.

Today's new problems call for new answers. We invite your inquiry.



OUR GOSSIP NOTE: ALL OUR DEPARTMENT HEADS ARE STOCKHOLDERS IN THIS AGENCY.

L. HALL, Inc. H. B. Le Quatte
President
NEW YORK CITY
of Advertising Agencies

In contrast to bargain sales, it was recommended by Andrew C. Pearson, president of the National Publishers Association, that retailers give prominent and repeated presentation of luxury goods. This policy, he maintains, gives flavor to the advertising but does not exclude the presentation of necessities, thus exerting an influence which, in the present economic status, will encourage optimism.

* * *

Women are credited with being the nation's purchasing agents even to the selection of wearing apparel for the male members of the family. This is all right as far as it goes, but one must not allow that fact to lead to neglect of appealing to men in advertising and sales promotion. Only such men's furnishings should be merchandised which are fashion-right and in good taste from the man's, rather than the woman's point of view, is the advice of M. P. Troyan, of Frederick Loeser & Company. It should be merchandise selected primarily with the man's preference in mind and only then as a matter of safety, analyzed from a point of view of woman's acceptance. Selling men's furnishings which appeal only to the woman and perhaps not to the man jeopardizes the good-will of both. Do not run the risk of letting the women buy what men don't want.

* * *

No matter what advertising might do to attract customers, it cannot bring customers back, once they are lost. This makes it necessary, said Thomas P. Comford, The May Company, Cleveland, that more thought should be given to the importance of service. "In the department store," he explained, "the ideas, ideals and abilities are transmitted from the chief executive down to a minimum square, representing the \$14 to \$18 a week salesgirl. At the diminishing area of this cable naturally a great percentage of energy is dissipated and never reaches the customer."

Analysis would likely show, he said, that five capable salespeople will sell more goods than eight inferior ones. In England, it was

pointed out, to secure a position, selling linens for example, a salesman would practically have to prove that his grandfather and his great-grandfather were experienced in the linen business. In this country we advertise for help, "Salespeople, no experience necessary" and get just that.

* * *

"What, I ask you, is a 'Miss'?" It was Paul Hollister, vice-president, Batten, Barton, Durstine & Osborn, Inc., speaking. He cited "Miss" and other trade classifications, stockroom and office words, like "feature," "occasion," "clearance," "concession," as examples of words which fail to carry any intelligent meaning to the public. Copy with such terms, he said, is the production of inarticulate telegraph operators to whom people may be "misses" who do go out and buy "clearances," or "occasions." The further copy gets away from specifications and the nearer it gets to the language of the advertiser's best salespeople and the language of his customers, and the nearer it gets to the desire for or condition or use of the article advertised, Mr. Hollister said, the more goods will the advertiser sell.

* * *

A merchant's profits come from large regular consumption and an appreciation on the part of the consumer that his purchases are an investment, not a speculation. This premise, offered by Dr. H. Parker Willis, editor in chief of the *New York Journal of Commerce*, is a conclusion which, he said, is supported by fact and susceptible of statistical verification. Therefore, he reasoned, the merchant who seeks stability in trade will work toward it a long time in advance by adopting a definite policy of setting his face against frequent changes of style and will yield to fanciful and extreme fashions only when he has to do so.

* * *

Who should edit copy? Should the advertising manager be allowed full sway or should he be checked up by an officer of the company? One store owner ex-

Vermont 1930 Building Prospects Are Good

In planning 1930 sales in the building materials field, note this about Vermont: savings deposits continue high, over 160 millions, and growing. Nearly a year's income is in readiness in savings accounts. Several millions of this, it is expected, will go into home building this year.

These six Vermont centers are an important part of any New England sales program.

VERMONT ALLIED DAILIES

Rutland Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner



"Jimmie needs shoes"

It happens every day in
the best of Seattle families

"JIMMIE needs shoes!"
So Mother remarked at the
breakfast table,,, so Dad agreed
,,, so the day's shopping was
planned. ¶ Other Jimmies need
shoes,,, and *pants*,,, and *food*
,,, and *toothpaste*,,, and Marys
need *dresses*,,, thousands of them.
¶ And mothers and dads need
clothes,,, and *food*,,, and *auto-*
mobiles,,, and *furniture*,,, and
insurance,,, thousands of them.





Jimmie needs shoes



...and pants!



...and food!



...and toothpaste!

Thousands of Seattle Buyers

for the things you
have to sell... read the
Post - Intelligencer.

Advertisers who use
the Post - Intelligencer
are reaching a morning
audience of *thousands* of
people in *thousands* of
homes throughout
Seattle and its environs.

Thousands of *buyers*
planning their day's
shopping, at breakfast
tables, can be reached
only through the Post-
Intelligencer, Seattle's
only morning news-
paper. ✓ ✓ ✓ ✓ ✓

CHICAGO AMERICA'S NEW YORK THE LARGEST
FIRST PAPER IN THE WORLD
Seattle Post-Intelligencer
PUBLISHED DAILY EXCEPT SUNDAY AND HOLIDAYS

pressed the opinion that as advertising is the mouthpiece of the business, as such it should be definitely followed up to the point of officers of the company editing copy.

* * *

Macy has a policy, it was brought out, of accepting advertising copy only from copy writers. It takes no copy from buyers. This policy acts as a check to attempts to feature merchandise that, for any reason, might be misrepresented.

* * *

It was stated that the W. T. Grant Company has adopted the policy of never advertising distress merchandise.

* * *

The general manager took a look at sales promotion, and the effect was not entirely complimentary. "I believe," said W. J. Wells, general manager, R. H. Macy & Company, "that any two merchandise men, any two management officials or any two controllers could get together and agree on many problems that would be under discussion. I am equally certain that no two sales promotion managers could get together and be in accord on any points except two. These two are the need for an office and the need for an appropriation. After these two tools have been provided, each man is for himself; each convinced that his ideas are the only ones that will produce a satisfactory volume of business with compensating profits."

E. R. Bornman Joins Traub Manufacturing Company

Elmer R. Bornman, for the last eight years an account executive with the Campbell-Ewald Company, Detroit advertising agency, has been made advertising and sales promotion manager of the Traub Manufacturing Company, of that city, engagement and wedding rings.

Cleveland Agency Opens Canton Office

Carpenter Advertising, Inc., Cleveland, has opened a branch office at Canton, Ohio. The new office is in charge of C. A. Reece.

Now The Greyhound Corporation

The Motor Transit Company, Chicago, holding company for the Greyhound bus lines and other motor transportation interests, has changed its name to The Greyhound Corporation. Its operating subsidiary, the Motor Transit Management Company, is now the Greyhound Management Company.

C. A. Horne Consolidates with Albert Frank Agency

The C. A. Horne Company, San Francisco, advertising agency, has been consolidated with Albert Frank & Company, Inc. Under the consolidation, Mr. Horne becomes associated with E. E. Albertson in the management of the Albert Frank office at San Francisco.

Furniture Account to Critchfield

The Colortone Furniture Shops, New York, manufacturers of modern furniture, have appointed the New York office of Critchfield & Company, Chicago advertising agency, to direct their advertising account. Newspapers, magazines, business papers and direct mail will be used.

W. H. McBride Heads Claude Neon at Wheeling

W. H. McBride, for the last thirteen years advertising manager of the Gainaday Electric Company, Pittsburgh, and also secretary of that company for the last two years, has resigned to become president and general manager of Claude Neon Lights, Inc., Wheeling, W. Va.

Made Sales Manager, United States Stamping Company

E. M. Robinson has been appointed sales manager of the United States Stamping Company, Moundsville, W. Va. He has been assistant to F. S. Earnshaw, secretary-treasurer of the company.

Death of John A. Kelly

John A. Kelly, formerly on the staff of the Chicago *Herald and Examiner*, died recently at West Palm Beach, Fla. He was a brother of Joseph F. Kelly, who recently joined the Cleveland *Plain Dealer* as advertising manager, and of George V. Kelly, of the Barron G. Collier Company, Chicago.

Dover "Reporter" Joins Ohio Select List

The Dover, Ohio, *Reporter* will join the Ohio Select List of Daily Newspapers on February 18. The John W. Cullen Company, publishers' representative, is national representative of this group.

New ~ ~

REVISED AND ENLARGED SECOND EDITION—Just Out!

Containing 362 additional pages and 219 new illustrations—Nearly 50 percent larger than before!

The reputation of this Handbook is already established. For eight years it has been the leading reference work for advertisers. Its extended scope now covers all modern mediums of advertising—and the most profitable ways of using those mediums.

The Advertising Handbook

By S. ROLAND HALL

Advertising Counselor; formerly Advertising Manager, Alpha Portland Cement Co., and Victor Talking Machine Co.; formerly Director, International Correspondence Schools of Advertising Salesmanship.

The latest methods in advertising through:

Newspapers
Magazines
Letters
Mail Campaigns
Catalogues, Booklets,
Folders, etc.
Radio Broadcast
Programs
Outdoor Signs
Street Car
Posters
Slogans,
Trade Names,
Trade-Marks
Moving Pictures
Foreign Language
Advertising

WHETHER you buy, prepare or sell advertising service, this Handbook meets an immediate demand in your field.

Emphasis is placed on the preliminary steps to preparing or using advertising through research, market survey, merchandising, distribution problems, etc.

Copy-writing and layout is given thorough consideration. Effective and result-getting exploitation through mail, publications, signs, posters, radio, etc., is outlined from a practical standpoint.

All advocated methods are based upon tried and successful practice. A great deal of the data in this book and many of the illustrations have been supplied through the cooperation of National Advertisers.

1048 pages, 5x8 inches flexible,
469 illustrations, Price \$5.00



FREE EXAMINATION COUPON

McGRAW-HILL BOOK COMPANY, INC., 370 Seventh Ave., New York

Please send me a copy of Hall's THE ADVERTISING HANDBOOK, New Second Edition, \$5.00, for 10 days' free examination. I agree to remit for the book, or return it postpaid, within 10 days of receipt.

Name.....

Home Address.....

City..... State.....

Position.....

Name of Company..... P.L.-2-13-30

THE FIVE-CENT CIGAR ERA



THE big cigar, the fancy vest, the curling moustache, the heavy watch chain, the smoking car anecdote, the mellifluous voice, the expansive gesture. All of these, which made up the salesman of the eighties, are one with Helen of Troy and the snows of yesteryear.

What use had he for such high-falutin' nonsense as sales quotas, budgets, psychology? No one could tell him how, why, where or when to sell. Not this genial privateer of the grip.

He could sell. Yes, bless him, he could sell, but his methods were as instinctive as a woman's fear of a mouse. And advertising? What had advertising to do with salesmanship? Tell it to the horse marines.

Almost from its first issue PRINTERS' INK preached the interdependence of sales and advertising. Its continual emphasis played a significant part in the passing of a colorful, but wasteful character from the business scene.

RA

THE ERA OF SALESMANSHIP



CONSERVATIVE of dress, equipped with a company-owned car, armed with the latest knowledge of scientific salesmanship, a firm believer in advertising as help for him and for his retailer customers; the modern salesman is a business man.

The salesman of today is engaged in one of the most fascinating of experiments, and his laboratory is the sales territory. There he and his employers are laying the foundations for a more exact science of salesmanship.

The PRINTERS' INK Publications, by telling of this work and by recording the suggestions of the most advanced minds among modern sales executives, are doing much to mold the salesman of the future. Articles read by and written for the progressive sales executive form exciting and influential chapters in the big task of making a new efficiency in salesmanship.

The only
publication
giving a
concentrated
coverage of
general managers,
controllers,
delivery supts.,
and supply buyers
of every department
store and chain
store headquarters
in United States . . .
... they buy everything
stores use except mer-
chandise for resale.

Want the complete story?

STORE EQUIPMENT AND SUPPLIES

236 N. Clark St. . . Chicago

NEW YORK 20 VESEY STREET

LOS ANGELES . . . 122 E. 7th STREET

Salesmen's Contests— The Final Round

(Continued from page 64)

will duck out from under, except when forced to stage them, and even then we shall continue to discover unhappy results.

But in all good faith, my story was not written primarily to prove sales contests are bad medicine. I don't really know whether they are or are not. The story was intended to raise a question in the minds of men who supervise salesmen—a question which is not answered by Mr. Little's pat euphemism: "... the salesman of 1930 is no different inside from the salesman of 1910."

For centuries men looking for the easiest way have consoled themselves with the fallacious assurance that human nature doesn't change. They are wrong. In the sweep of universal history there is no more heartening fact than the progress mankind, by taking thought, has made in its age-long struggle up from savagery. Human nature does change and has changed—incomparably for the better in the few thousand years since Sargon I butchered helpless populations and built pyramids of skulls to honor his sanguine deities—measurably for the better in the past decade. It is changing today, and everywhere tired eyes are looking up with suddenly born hope that, after all, man was not put here on earth merely to struggle and suffer and die. Young men are being educated today to believe old standards are wrong—that universal peace is not an idle dream—that disease is conquerable—that poverty can be abolished, and that right soon—that strife and discord and competition under rules of jungle law are not necessary—that he who enters selfishly into combat with his neighbor always loses more than he gains—that he truly profits most who serves best.

Within the last year I visited one of our cooler, saner, less emotional men on his territory. "I am not working very hard on this next dealer," he told me on one occasion. "I don't really need him,



Our service is based on
new ideas in copy . . . new
ideas in layout . . . new
ideas in merchandising . . .
not too clever, not tricky,
but fundamentally different
and unusual—and intelli-
gently executed.

This agency is fully equip-
ped to advise the client
having a small or a large
advertising appropriation.

ZINN & MEYER

INCORPORATED

Advertising

1819 Broadway—New York

An agency with tested resources of original, selling ideas.

FUTURA OBLIQUE



The convincing modernity of the Futura Family, as expressed in its roman faces—is now followed by another crowning achievement—FUTURA OBLIQUE—first shown in its medium weight. The genius of its designer, Paul Renner, tops again the creative efforts of an epoch. Truly contemporary, it mirrors the dynamic qualities of today and throws its shadows far into tomorrow. It is not Aldine, but truly Oblique, as distinctly expressed by its name. Unlike previous slanting letters, it is abstract, free from the peculiar characteristics of the writing hand—so disturbingly evident in faces, modern or old—of similar character. Its usefulness as an auxiliary with the roman, in instances where display, distinction, emphasis or quotation are required, will soon be established. But those seeking new mediums of expression will discover its elegance and adaptability as an independent font which blends harmoniously into present day modes and manners. Futura Oblique Light, now in process of casting, will follow shortly. The medium is carried in stock in sizes from 8 to 48 point on the American point system. Upon request we will gladly furnish you with specimen showings.

BAUER TYPE FOUNDRY·INC

Two Thirty-five East Forty-fifth Street, New York City

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and one of the competing salesmen has done a pretty good job lining him up behind his product. If I went in, worked myself up into a lather and finally got his line kicked out I can't see just where the dealer would get off with any more profit than he's making now. More, it would force the competing salesman to get out and steal one of my dealers from me. It would not pay in the long run."

Later we were talking of one of our special contests then current. "I am not trying very hard on that campaign," was his comment. "I have it figured that I am putting all I can afford of my energy and ability into the development of the company's business in this territory. If I get out and drive myself beyond rated capacity for a short period, the physical results on me alone will not be of the best. There will be a certain let-down in the months to follow. I am not sure either that dealers' best interests are served through the methods accompanying these special contest drives. Any special campaign is purely selfish, finding its beginning in our need to get rid of certain merchandise or to make certain specified profits. I am unalterably fixed in the opinion that sound business for us can be built only on a sincere effort to serve these dealers—and that they, in turn, can prosper only in the degree they forget their own profit and loss accounts, submerging themselves in genuine efforts to serve their customers."

An Ingrate or an Avatar?

He had been reading Julius Klein. And I leave it to you, Mr. Little, to say whether that man is insubordinate, a rebel, an ingrate, a Bolshevik—or is he the avatar of a new and hopeful day? Isn't it conceivable that his attitude is a forecast of what we hope to build if we're wise enough, in the new and less barbarous age when all our processes of distribution shall have been lifted to a higher level—that age which, heaven grant, is not too far away for outmoded relics like you and me to hope to live and see?

The point of the whole thing,

CLASSES

who respond to a
Premium Inducement
Consumers

When a trade-marked product is of a nature that calls for small, **but frequent**, individual sales, an exceedingly modest premium allowance per package will create and maintain a large consumer's demand. Such products as coffee, tea, flour, cereals, bottle goods, soaps, canned goods, etc., profit largely from this form of advertising.

(Ask for Booklet No. 1)

Sales People

Premium coupons placed in cases of such products, for the benefit of those who sell the goods, will cause the latter to "get behind" such brands.

A word of recommendation from the dealer or clerk has a great influence with the customer. A Clerk's case Premium Coupon will create active interest on the part of those meeting the consumer.

(Ask for Booklet No. 3)

Our clients carry no premium stocks and pay only for premiums delivered to their customers. We sell at wholesale prices.

Among nationally known companies served by us, some of them for more than 20 years, are:

Lever Brothers Company, J. B. Williams Company, McCormick & Company, Union Supply Co. (U. S. Steel Corp.), International Magazine Co. (Hearst Publications), Sheffield Milk Co., etc.

When writing, please state nature of business.

The Premium Service Co., Inc.

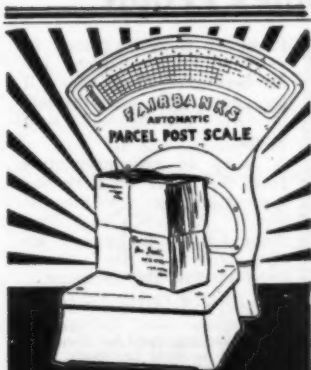
E. W. PORTER, President
9 West 18th St. New York City

Tell Them!
50,000
SUBSCRIBERS

Style Sources
Women's Wear Daily

150,000
READERS
Sell Them!

New York
 8 East 13th Street.



Ship
printed matter
with
correct postage

Avoid waste
and returns...

SA 570-3

briefly, is that I am not afraid of sales contests—except that they seem somehow not to fit in with what we are thinking and hoping and visioning. Nor am I afraid of the young men. But I am afraid of the old men—men who once saw visions but now dream dreams—men who look to a changeless past and try to see its image projected forward into a changing future—men old enough, specifically, to have had drivers' licenses issued to them in 1907, or to have laid aside the chaps and spurs in 1908. I can't help recalling a marvelous legend of a chosen people, and of one doubting generation of that race which was found unfit and sent back to the desert to die—to the end that a new generation of free-born men, all under forty, might go up in proud young strength to possess the promised land.

W. R. Alford, Jr., with Central Agency

W. R. Alford, Jr., formerly advertising manager of the Alice Foote MacDougall Coffee Shops, Inc., has joined the Central Advertising Service, Inc., New York, in charge of sales and service. He was, at one time, with Batten, Barton, Durstine and Osborn, Inc.

Plan Test Campaign for New Product

The Rino Laboratories, Los Angeles, have appointed Hanff-Metzger of California, Los Angeles, to direct a test campaign introducing Rino, a new effervescent orange salt. Los Angeles newspapers and direct mail will be used for the test campaign.

H. S. Wetzler Starts Own Business

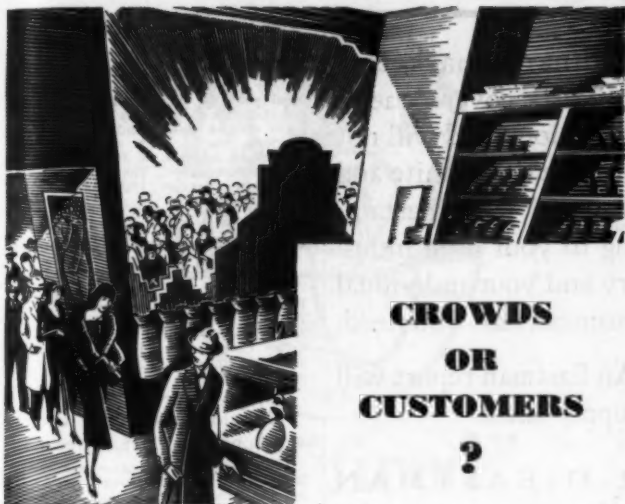
H. S. Wetzler, until recently with the Hazard Advertising Corporation, New York, has started his own advertising business at that city.

Appoints Albert Frank Agency

The Henry P. Kransz Company, Chicago, first mortgage investment business, has appointed the Chicago office of Albert Frank & Company, Inc., to direct its advertising account.

Joins Bridgeport Papers

A. Louis Korchet, formerly of the foreign advertising department of the Jacksonville, Fla., *Times-Union*, has joined the display department of the Bridgeport, Conn., *Post and Telegram*.



CROWDS OR CUSTOMERS ?

Jenter Displays Sell Those Who Want to Be Sold

Mob scenes before the windows displaying your products do not signify sales—or even sales possibilities. Curiosity can kill sales—for those who want to be sold cannot get near enough to the displays to be influenced by them.

Jenter displays are not built to attract the curious, the mobs, but to select their audience among those wanting your product.

The passersby get the sales story quickly—forcibly. To those

interested, Jenter displays compel attention—influencing the next step—going into the stores for inquiry and likely purchase.

This selective selling is the basis of all Jenter displays. They are planned and created by men steeped in the fundamentals of exhibit and display merchandising and advertising, who proceed on this proved plan of selectivity—"at the point of contact."

Work placed by or through an agency, handled on the regular agency commission basis, without extra cost to the advertiser.

Visit our offices and show-rooms at 121 E. 41st Street. Telephone, Ashland 1166.



JENTER EXHIBITS

"—at the point of contact"

INC



Ordinary marketing forecasts cover general conditions, and will not provide the definite and accurate facts pertaining to your own industry and your individual business, that you need.

An Eastman report will supply them.

R · O · EASTMAN Incorporated

113 West 42nd Street · · New York

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
•
COLOR

ADDA AND
KUENSTLER
STUDIOS

70 E. 45 · NEW YORK
Murray Hill 9237

General Tire & Rubber Sales Increase in 1929

Gross sales of The General Tire & Rubber Company, Akron, Ohio, for the fiscal year of 1929, amounted to \$27,200,160. This represents an increase of 4 per cent in dollars and cents over the previous year. Unit sales for 1929 showed an increase of 20 per cent over the preceding year. The net profits for the fiscal year of 1929 amounted to \$1,970,000.

K. B. George with Reuben H. Donnelley

Kenneth B. George, formerly with the Brooklyn *Daily Eagle* and later with the New York *Times*, has joined the sales department of the Reuben H. Donnelley Corporation. He will be located at Schenectady, N. Y., for the first part of this year.

Buffalo Automobile Club Appoints F. H. Greene

Finley H. Greene, proprietor of the Buffalo, N. Y., advertising agency bearing his name, has been appointed director of publicity and publications of the Buffalo Automobile Club.

Dates Set for Southern Publishers' Convention

The twenty-eighth annual convention of the Southern Newspaper Publishers' Association will be held at Asheville, N. C., from June 30 to July 2 at the Grove Park Inn.

Appoints Albert Frank Agency at Boston

The Webster and Atlas National Bank, Boston, has appointed the Boston office of Albert Frank & Company, New York advertising agency, to direct its advertising account.

Texas Papers Advance W. W. Watson

W. W. Watson, formerly local advertising manager of the Beaumont, Texas, *Enterprise* and *Journal*, has been appointed advertising director of those papers.

New Account for Boyd Agency

The Metallizing Company, Los Angeles, manufacturer of a process for treating wood, has appointed the Boyd Company, Inc., advertising agency, of that city, to direct its advertising account.

Death of John E. Hallman

John E. Hallman, founder and president of the engraving firm of John E. Hallman & Sons, Philadelphia, died recently. He was sixty years old.



Who "fired" the old-time bill collector?

"I did," answers the return envelope . . . and modern business now saves time and money collecting bills by mail.

WHEN the old-fashioned bill collector called — in person — he frequently found "nobody home." Often he created ill will. Sometimes he lost good trade. Modern business knows that the most efficient, most courteous collector is the return envelope enclosed with every bill.

And many businesses have learned that the best envelopes for the pur-

pose are Columbian U. S. E. White Wove Envelopes. They want an envelope that takes printing or pen with equal ease and clarity . . . that conceals its contents from the curious . . . that seals easily and stays tight as a Scotsman at a county fair. And they know from experience that the U. S. E. White Wove Envelopes have all these qualities to a preeminent degree. That's why they entrust *all* their mailings to them.

Your printer or stationer has Columbian U. S. E. White Wove Envelopes in commercial, official and Monarch sizes. Easily recognized by the USE watermark and by the distinctive USE all-over design on the box. Order them today. United States Envelope Company. The world's largest manufacturers of envelopes. Springfield, Mass. With thirteen manufacturing divisions covering the country.



COLUMBIAN *White Wove* ENVELOPES

A STUDY OF THE MODERN LAYOUT

A modern creative visualizing group with a purpose—

Taking your ideas and layouts, studying them, discussing them, and helping to solve a problem is our work. Affiliated with us to attain this end is Mr. Marcel Olis and his group of five associates. Together we have taken additional space purposely designed for conferences and visualizing needs. In the finished work we have fifteen artists who lose none of the original thought.

To the man with layout problems—
You are invited to our studios
and see our new "Set Up".

KONOR PETERS

PENT HOUSE—18 EAST 48TH STREET

How the Small Company Can Meet Big-Time Competition

(Continued from page 8)

moved in it. He took from here what machines were worth salvaging and bought others of latest model.

"He took from one of the large steel products concerns one of their best designing engineers—a young man with brains—and made him vice-president and production manager. They turned out to be a great team, for Walter was—and is—a born organizer and salesman. They began making steel barges—specializing in one type—and it wasn't long until large river shippers were buying and praising their product. Because of the locks and dams that the Government has built within recent years, river traffic has been coming back. I believe Walter foresaw this and struck it right.

"After his little plant was going good and making money he began branching out. The next move was to design a new type all-steel hull for river freighters. The first one was built and sold at a nice profit. Its success and economy were soon known up and down the river. Other sales followed. Then he went in for completely constructed and equipped freight and passenger carrying boats. In ten years, Wilson boats and barges were to be found on many of the navigable rivers of this country and even in South America. The business grew from a 'shoe string' beginning to one with a 3-A rating. Not long ago, Walter told me he was sitting on a score of directorates.

"There's a success that came from brains, vision, grit, ability and well-aimed effort—those human elements which the giant corporations will never completely control. Walter Wilson might have said—if he had been as weak-kneed and visionless as a lot of small-town business men: 'There's no use tackling anything in the way of steel products, for the large-

est concerns in the world control that field.' Instead, in a few short years, he was selling to some of them barges and boats in which to transport their coal, ore and finished products.

"Now, just one instance applying to the retail field will serve to illustrate my argument. I'd like, however, to emphasize this point: of all the ready-to-give-up, supposedly mature business men, the average independent merchant takes the prize. Well, one day Don Eberheart dropped into the chair nearest my desk and with a face as long as your arm, began telling me his troubles—he'd heard that both Montgomery Ward and Sears, Roebuck were coming to town. When I asked him what, if anything, he could do about it, he said he proposed to fight 'em to the last ditch.

"He had been up to Yorksboro, where each has a store, and had looked over their stocks. His idea was to lay in a stock of merchandise which would be strictly competitive and play the price racket strong. It was going to take *some* money to win the fight.

No Money to "Fight" the Chains

"Don got the surprise of his life. I told him I wouldn't lend him a cent to fight the chains—not his way, anyhow. He got pretty hot. Accused me of favoring Big Business. When he cooled down I handed him another surprise; I said: 'If you'll carry out my plan I'll back you to the limit. I am satisfied you can make goods.' If he hasn't given you the facts, you've probably wondered if a rich uncle had left him money, the way he has remodeled the old store and taken a new lease on life. Here's the story:

"I agreed to furnish the money. He agreed to remodel the building from top to bottom; rebuild the front, with new show windows; install modern lighting; new display equipment throughout; select stocks of better grades than those sold by the chains; bring in an experienced merchandising man to train the salespeople and direct their efforts; and, instead of shout-



IF YOU

OR ANY OF YOUR
CLIENTS ARE THINKING

OF

■
A BOOKLET

■
A TRADEMARK

■
A LETTERHEAD

■
A MAP

■
SOMETHING NEW IN A
PACKAGE OR CONTAINER

■
A DISTINCTIVE LABEL
FOR SOME PRODUCT

■
A COVER—FOR ANYTHING

■
A FOLDER
OUT OF THE ORDINARY
OR AN ANNOUNCEMENT

■
ONE OR A SERIES OF
ADVERTISEMENTS
OR EVEN A MONOGRAM

CALL MURRAY HILL 7449

AND

O·W·JAQUISH

■ DESIGNER ■

WILL BE RIGHT OVER



70 E. 45TH ST.

NEW YORK



ing *bargains* every day, to do some really creative advertising.

"The transformation was completed in time for the Christmas season. I've never seen a more complete change. It's a delight to go into the place. In spite of the new competition—the six stores Alex mentioned—Don enjoyed the best two months business he's ever had.

"Several facts he has discovered are:

"(1) The home merchant, because of his standing in and knowledge of the community, has the edge on the newcomer, but he cannot rest his case upon the 'home town loyalty' appeal alone—his place of business and methods must 'ring the bell';

"(2) there is a good percentage of people who prefer and will buy better grade merchandise than the chains offer—there are many right in this town who never go near a chain store;

"(3) the element of *service* is of utmost importance in getting and holding the better trade;

"(4) a high-class store cannot be run in a 'cheap-John' manner, nor can the order be reversed very successfully—a particular class of trade will naturally gravitate to the stores that measure up (or down) to its standards;

"(5) a merchant—like a manufacturer—should select the particular sector of the consumer market he desires to serve, study well its needs and then stay with it;

"(6) the strongest competitor of the small city merchant, who is aiming at the better class trade, is not the chain store but the high-grade department store or shop in the easiest of access larger city—there has been enough business, of the most desirable sort, going out of this town, to keep two or three stores, as large as any we have, very busy, simply because our better stores haven't seen fit to offer the necessary quality, styles and service to hold it here.

"I hadn't intended delivering a lecture on 'better business methods' but if I've said anything—from the viewpoint of a banker who, for years, has observed closely the



IN 3 MINUTES HE GAVE US A \$20,000 IDEA

IN the first minute of his presentation, the Meyercord representative showed us \$17,000 worth of unused advertising and identification space on our own properties. In another minute he pointed out a waste of \$3,000 in our haphazard, expensive identification methods. And in the third, he demonstrated how we could save that \$20,000 on a vitally better program by the uniform, colorful, adaptable duplication of decalcomania transfers.

"Now a hundred specialists are building up our name. Concentrating decalcomania in a thousand new places, the Meyercord Service Department has publicized our trade-mark more effectively than ever before. A sharp increase in sales has proved an immediate public response."

Every trade-mark on this page is a proof of the practical results achieved by Meyercord Decalcomania Products.

Achieve the same profitable distinction for your products. A Meyercord representative will give you a prompt explanation of this thorough identification service.

THE MEYERCORD CO.
120 S. La Salle St. Chicago, Ill.



MEYERCORD TRANSFERS

PURCHASING AGENT WANTED

A large Manufacturing House is looking for a capable and experienced buyer. Must be of good address and able to handle a large purchasing department and direct a force of buying assistants. Suitable salary to right man. Address "V," Box 28, P. I.

A Medium Result or A Resultful Medium depends on

The Thought Put into It

I would like to make a permanent connection with an agency which wishes its clients to obtain a proper result from

OUTDOOR

ADVERTISING

I have had years of successful experience in writing it, planning it and selling it.

Address "M," Box 40, P. I.

local situation—that will start you men thinking, perhaps, after all, this meeting has been worth while. When the question is asked, 'Will the small business man be able to stay afloat?' my answer is: 'If he attempts only to float, he is sure to drift but if he overhauls and makes sea-worthy his craft and then installs a dependable power plant he should have no fear in taking to the open sea.'"

Dates Set for Newspaper Publishers' Convention

The forty-fourth annual convention of the American Newspaper Publishers' Association will be held at New York, April 23 to 25 at the Hotel Pennsylvania. This is the first time in more than a quarter of a century that the annual convention of this group has been held outside the old Waldorf Astoria, which has been demolished.

F. A. Schaff Heads Superheater Company

Frederick Alan Schaff, formerly vice-president of The Superheater Company, New York, has been elected president of that company. He succeeds George L. Bourne, who has been made chairman of the board of directors.

Curtis Publishing Company Shows Gain

The net income of the Curtis Publishing Company for the year ended December 31, 1929, amounted to \$21,534,265, after charges and taxes. This compares with a net income of \$19,328,861 for 1928.

E. L. Becker Joins Methodist Book Concern

Ernest L. Becker, formerly advertising manager of the H. W. Roos Company, Cincinnati, has joined the advertising staff of the Methodist Book Concern, of that city.

Joins E. B. Connitt Agency as Partner

Louise M. O'Hara has been made a partner in the E. B. Connitt Advertising Agency, San Francisco. She was formerly with the San Francisco Call.

Appoints Lamb Agency

Torb, Inc., Allentown, Pa., manufacturer of pharmaceuticals, has appointed the James G. Lamb Company, Philadelphia advertising agency, to direct its advertising account.

HOW THE SALE OF

CANNED FOODS

MAY BE INCREASED

The consumption of canned foods among the foreign born population of the United States is very low (see report presented by R. S. Hollingshead, Canned Food Specialist, U. S. Dept. of Commerce, delivered before the annual convention of the National Cannery Association, Chicago, Ill., Jan. 23, 1928). "Part of this failure is due to the foreigners unfamiliarity with the products, their methods of preparation, and their uses. Dissemination of information along these lines through appropriate media might be of value in increasing consumption."

The Advertising Agencies Foreign Language Service is in a position to select appropriate media and write advertising copy that will increase the sale of canned foods in the foreign language markets of the United States and Canada. For the past twelve years, we have made a study of these foreign groups, and are at present handling the foreign language advertising of some of the largest National Advertisers.

What holds true of canned foods is also true of other products.

**Advertising Agencies
Foreign Language Service Inc.**

545 FIFTH AVENUE
NEW YORK

VANDERBILT
5234

ANDREW LE MASSENA, President.
LEO KIESLER, Secretary-Treasurer.

In the School Field ask Bruce



READER VALUE

Patronage of both reader and advertiser reveal the recognized leadership and authority of THE AMERICAN SCHOOL BOARD JOURNAL. Thirty-nine years of service to the school administrators of America has placed this BRUCE publication firmly in the hearts of its readers. The thorough understanding of school market characteristics gained in that long time, and reflected on the pages of each issue, places BRUCE first in the mind of the advertiser. Interesting data furnished on request.

THE
BRUCE PUBLISHING CO.
Established 1891
MILWAUKEE, WISCONSIN



CHICAGO:
66 East South Water Street
NEW YORK:
342 Madison Avenue

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First of A. F. A. Retail Institutes Held at Springfield

The first program in a retail advertising and merchandising institute being held at Springfield, Mass., under the auspices of the Advertising Club of Springfield was held on February 11. William Nelson Taft, editor, Philadelphia Retail Ledger, spoke on "What Is Wrong with Retail Advertising Today?" Conferences for executives of department stores were held in the afternoon while the evening meeting was devoted to the subject "Trends in Retailing Today." Two more programs are included in the Springfield institute as follows:

February 18: F. J. Nichols, retail merchandising counselor, Dayton, Ohio, and for many years director of the Merchants Service Bureau of the National Cash Register Company, will speak on "Making Effective Use of the Advertising Appropriation." Morning and afternoon round table discussions will be held for the following special retail groups: Shoe retailers, confectioners, furniture and hardware. At the evening meeting the subject will be "The Sales Person's Responsibility in Retail Business."

February 25: The speaker will be James R. Ozanne, of Hardy, Ozanne & Hardy, Inc., Chicago advertising agency. The subject of the noonday luncheon will be "Co-ordinating Advertising and Merchandising in the Retail Store." Informal afternoon conferences will be held for representatives of manufacturers and of local retail stores on dealer problems. The subject of the evening meeting will be "Merchandising New Style Trends."

Donald W. Davis, president of the Springfield club, is chairman of the committee in charge.

This institute is the first of a series of similar institutes which will be held during the next three months by advertising clubs affiliated with the Advertising Federation of America. Fred J. Nichols is working with Nathaniel W. Barnes, director of research and education of the Federation, in planning these meetings.

C. F. Drake with Thompson Restaurant Chain

Charles F. Drake has been appointed director of public relations, in charge of both advertising and publicity, of the John R. Thompson Company, Chicago, operator of the national chain of Thompson's restaurants. He was formerly a partner in the Theatrical Poster Company, of that city, and, prior to that, was for four years with the Chicago Elevated Advertising Company as director of its copy and art department.

"Screenland" Appoints Weston Oyler

Weston Oyler has been appointed New England manager of Screenland, New York. His headquarters will be at Boston.

FOR SALE Addressograph Frames

Used, Style N, 3-line

350,000 round edge, shifting tab, \$12 per 1,000; 130,000 square edge, \$5 per 1,000. Discount: 10 per cent on orders for 10,000 or more.

ADDRESSOGRAPH
TRAYS, used, Style B—
3,000 at 50 cents each.

All prices, f.o.b. Richmond, Va.

P. O. Box 1616
Richmond, Va.

DISTRIBUTING and ADVERTISING EXECUTIVE AVAILABLE

10 YEARS as sales executive of a large corporation has given this man broad and diversified experience in common-sense sales and advertising management.

An agreeable personality; ability to gain and hold confidence of trade and associates. Successful in developing existing markets and creating new distribution. Knows every phase of merchandising and advertising.

40 years of age. Christian. Excellent health. Married. Successful financially. Now available for executive position which affords a real merchandising opportunity.

Would consider management of Eastern District sales office.

Address "Y," Box 49
Printers' Ink

The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for sample copy and see for yourself.

American Lumberman

Est. 1873 CHICAGO A. B. C.

Golfdom

THE BUSINESS JOURNAL OF GOLF

... reaches All of the Buyers of clubhouse, golf course and pro shop equipment and supplies.

..... and how
288% advertising gain !
in the past two years

236 N. Clark St., Chicago
NEW YORK LOS ANGELES

YOU really want BRAINS —not Experience

For Your Own Good, Make a Place for This Man. A copy writer who really can write. Suppose he has not worked on your *exact* type of accounts. Suppose you have no opening. He has a keen mind. He has licked many new situations in the past. It would be a darned good investment to hire him. Address "N," Box 41, Printers' Ink.

Detroit to Resume Advertising Campaign

Plans are being made at Detroit for the resumption of an advertising campaign for that city. It will be similar to the campaign which the City of Detroit, under the sponsorship of the Greater Detroit Committee, Inc., carried on for three years. At that time about \$750,000 was raised and used for advertising. The new campaign will attempt to raise \$1,000,000 on a three-year basis. The work of raising this amount will start late in April and it is anticipated that the national campaign will get under way early in May.

State Farm Paper Group Formed

The Lineage Club, a group of advertising managers of State farm papers, was recently formed at Chicago. George Slocum, of *Michigan Farmer*, Detroit, was elected president. J. E. Gill, of the *Wisconsin Agriculturist and Farmer*, is vice-president and Ralph Miller, of the *Oklahoma Farmer-Stockman*, is secretary and treasurer.

These officers, together with W. E. Boberg, of *The Farmer*, and Harry Allen, of the *Dakota Farmer*, constitute the board of directors.

J. W. Robinson Heads Libbey Glass

J. W. Robinson has been elected president of The Libbey Glass Manufacturing Company, Toledo. W. F. Donovan was made chairman of the board. Other officers elected are: J. H. Wright, vice-president and general manager; S. O. Richardson, III, vice-president; H. A. Crow, vice-president in charge of sales; H. J. Hamlin, treasurer, and R. D. Logan, secretary.

New St. Louis Business

Displays & Exhibits, Inc., a new company in the field of advertising displays and exhibits, has been formed at St. Louis. Julien M. Gibson is president, Elmer F. Rebholz, formerly of the Taylor-Rebholz Studio, is vice-president and managing director, and W. W. Cavanagh is secretary-treasurer.

R. W. Perry with Dorrance, Sullivan Agency

R. W. Perry, for the last six years with the Miami, Fla., *Evening News*, has joined the business survey department of Dorrance, Sullivan & Company, New York advertising agency.

Collar Account to Cleveland & Shaw

Hall, Hartwell & Company, Inc., Troy, N. Y., manufacturer of collars, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.

A Selling Tie-up

Between
Your Factory

Retail Clerk
and Consumer



Popco Combination Price Tag and Instruction Book

Here is the missing link between your product and the retail clerk and consumer. You attach the Popco Combination Price Tag and Instruction Book to your product in place of the usual price tag. It is a direct tie-up that gives the price of your product, and definite selling information as to its merits, uses,—what it is, what it does, and how.

Clerks talking to prospects can refer to the instructions and give an intelligent sales talk on your product.

The Popco Price Tag and Information Book can also be used to enclose your guarantee and as a small catalog for other products in your line. You can vision many other uses for this combination tag, which is available in any shape or size or any number of pages up to 32.

Write or wire today for sample and complete information. Prices are based on quantities purchased and the prices are most reasonable due to our mass production.

Note: Tag Makers, Printers, Lithographers

The Popco Combination Price Tag and Instruction Book is fully covered under U. S. Patent Serial No. 1745230 and Patents Pending. Write for our attractive proposition for prospects in your territory.

Wm. C. Popper & Co.

PRINTERS SINCE 1893

114-116 Worth St.

New York City

An Instruction Book-Inside a Price Tag!

Ex-Agency Principal Seeks Foreign Position

England or Germany preferred . . . thorough understanding of advertising, merchandising, research and sales management . . . excellent classical education . . . has lived abroad . . . speaks German fluently . . . age, under 40 . . . salary dependent on assignment.

Address "T," Box 45, Printers' Ink.

"PUTTING IT OVER"

This book tells you just what the title indicates. Rich in reminiscences and reminders, it is equally rich in suggestions and ideas for individuals and organizations, with special appeal to advertising men, publicity experts and press agents, whether green or seasoned.

Postpaid on receipt of check for \$3.00. Publisher's price \$3.50. Special quantity price to advertising agencies \$18.00 a dozen. Five day examination allowed.

EDUCATOR PRESS

25 West Broadway
New York City

SOME manufacturer or retailer or advertising agency will make a "good buy" in this young man, 26, college educated, grounded in copy-writing, layout, production, selling retail stores, editorial work . . . *the future's the thing.*

"O," Box 42

Printers' Ink

J. J. Gibbons Agency Adds to Staff

J. M. Hewitt, recently with Charles A. Weeks & Company, Inc., New York advertising agency, has been appointed manager of the Montreal office of J. J. Gibbons, Ltd., Toronto advertising agency. He was, at one time, advertising manager of the Pittsburgh Steel Company, Pittsburgh.

Charles Elliott, formerly with the J. Walter Thompson Company and, more recently with Rose-Martin, Inc., New York advertising agency, has joined the J. J. Gibbons, Ltd., as assistant copy chief at its head office at Toronto.

C. A. Gauss with Sarco Company

Chester A. Gauss, formerly in charge of the advertising department of the Fuller Lehigh Company, Fullerton, Pa., and, previously with Ray D. Lillibridge, Inc., has been made advertising manager of the Sarco Company, New York.

J. A. Schwartz Starts New Business at Pittsburgh

Julius A. Schwartz, formerly an account executive with The Farrar Advertising Company, Pittsburgh, has started an advertising business at that city under his own name. He was, at one time, with Halsey, Stuart & Company, New York and Chicago investment house.

Sweets Company Net Income Shows Gain

The Sweets Company of America, Inc., New York, Tootsie Rolls, Tootsie fruit drops and Lance cough drops, reports a net income for the year ended December 31 amounting to \$121,748, after Federal taxes. This compares with \$106,662 for 1928.

J. I. Taylor, Art Director, Sears, Roebuck

James I. Taylor, formerly in charge of direct-mail activities of the advertising department, retail stores division, of Sears, Roebuck and Company, Chicago, has been made art director of the advertising department.

Joins Pittsburgh Agency

Charles F. Thier, formerly with Warner Brothers, has been appointed secretary and art director of Waddell-Guth & Company, Pittsburgh advertising agency.

Has Fibre Can Account

The Smith-Lewis Fibre Can Corporation, Lowville, New York, has appointed Devereux & Smith, Inc., Utica, N. Y., advertising agency, to direct its advertising account.

Greatest Daily Circulation in History of The Star

Net paid circulation of The Indianapolis Star for the month of January was

116,057

Net paid circulation of The Sunday Star was

153,630

The Star League of Indiana

The Indianapolis Star The Muncie Star

The Terre Haute Star-Post

(Terre Haute's only all-day paper)

180,000

And by using the group the advertiser saves 5 cents a line

Represented by

KELLY-SMITH COMPANY

New York Chicago Philadelphia Detroit Boston Atlanta



A CAREFULLY edited monthly holding the same relationship to broadcasting as *Printers' Ink* does to visual advertising. Write for a sample copy on your business letterhead.

Broadcast Advertising

438 South Dearborn Street

Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1885 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
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Don Masson
Rexford Daniels

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erben, Jr.

London: Thomas Russell

NEW YORK, FEBRUARY 13, 1930

Ninety-five Cents for Customers; Five for Prospects

Present-day advertising has its faults, as everything human necessarily must have. Nevertheless we often wonder why so much current copy and procedure are so caustically criticized, and why so many merchandisers who obviously should be enthusiastic and large users of advertising are lukewarm, or even cold, toward it. Those who assert so vociferously that advertising is "all wrong," or who insist on walking entirely by sight and not by faith, are probably influenced by an erroneous idea of its purpose.

These thoughts came to us as we studied an article contributed to the January 30 issue of PRINTERS' INK by Felix Lowy, vice-

president of the Colgate-Palmolive-Peet Company. Mr. Lowy said that out of each dollar his company invests in advertising only about a nickel is directed toward the getting of new customers, the remaining 95 cents being used to cultivate present customers and cause them to buy more of the merchandise this newly merged organization has to sell. He here has the courage to say, in plain words, something that we imagine is at least an unspoken thought in the minds of the country's leading advertisers. Most of them, if they were to express themselves publicly, would be likely thoroughly to agree with Mr. Lowy.

The purpose of advertising, as it is commonly understood and applied, is either to sell goods or to create salability or acceptance whereby they can be sold. But, after all, isn't this important function really secondary to that of keeping people sold and causing them to buy not only once or twice but steadily? Such astute advertisers are Colgate-Palmolive-Peet that they believe the latter is just about nineteen times more important than the former; in other words they spend nineteen nickels to keep and develop present customers as against one nickel for getting new ones.

Here, of course, is the real reason for continuity and consistency in an advertising program. We believe that advertisers who use space on an irregular, jerky, in-and-out pattern—or who advertise pretty much on impulse or in accordance with "conditions"—do so not so much because they lack faith in advertising as because they have in mind the prospect rather than the customer.

The same thought, no doubt, is behind many woefully inadequate advertising appropriations. If advertising were simply a matter of landing new customers, the Colgate-Palmolive-Peet Company could doubtless get by very nicely with one-twentieth of the goodly number of millions it now invests in space. The point is obvious; we do not need to present a dia-

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gram or indulge in argument to make plain the point that good business practice demands that advertising investment shall be sufficient and the program steady and continuous.

When the customer is thus accorded his rightful place in the merchandising picture, there also comes an almost automatic dissolution of the charge that so much advertising today lacks in selling or salability-creating power. The reasons behind much current copy then become apparent; it will be seen to be doing a good job after all. Advertising is performing today better than ever. Those who think otherwise might well stop to consider whether they are not visualizing it as directed entirely to the prospect rather than mostly to the customer.

Machinery Obsolete, or Men?

A. D. Whiteside, president of the Wool Institute, Inc., said some very direct things when he addressed the annual meeting of a textile association recently.

After observing that his forthcoming retirement allowed him to talk far more freely than he could previously, Mr. Whiteside, addressing his remarks particularly to the members of the woolen and worsted industries, said: "You are assuming the attitude of men who sit back and content themselves, regarding all the present trouble as a survival of the fittest. It is not a case for the fittest survivor. Nothing can be done by sitting back and waiting. The industry can make money. It is entirely dependent upon the men who are directing it. Perhaps it is a case of the men being obsolete and not the machinery. That may seem a little strong, but there is something radically wrong with men who will not face the immediate future."

It seems a little strong to indict a whole industry in this fashion, but Mr. Whiteside knows what he is talking about. He has been close to the troubles of the industry for many years. He blames most of the present trouble on price-cutting. Lincoln Bailey,

president of the National Association of Cotton Manufacturers, the speaker who followed Mr. Whiteside, put his finger on some of the causes of price-cutting. He declared that it is due mainly to the operation and merchandising of mills without definite programs based on preliminary investigations. Mill executives, he said, would have to spend more money and effort on research to discover what the market needs and then could direct their attention to the creation of new fabrics. He asked for a program in which planned operation and merchandising would dovetail in all respects.

That type of management is actually obsolete which will not realize the necessity of making market studies, searching out probable consumption, offering new designs and new styles in tune with the times and then arousing possible consumption by advertising. The practice of making something and then waiting for people to drive up and take it away is as obsolete as a machine built in 1896.

The Stimulus of Adversity

An advertising agency recently reprinted and asked all its account executives to read portions of a speech of Reginald McKenna, famed British financial expert, with added comments by the agency president. In this talk the phrase "the stimulus of adversity" was used. The speaker indicated that the foundations for all booms and the profits which made them possible were laid in times of business let-downs. Easy profits make management self-satisfied, complacent and sometimes lazy.

When profits are not so easy to secure, new ideas are studied more carefully. Management tightens up, the times call for each individual in every organization to make his time count for more, to analyze his own work and eliminate its petty wastes.

The agency head pointed out in his comments that a period of business uncertainty always offered a stimulus to management which be-

lieves in advertising if the thought is correctly presented. He reminded his staff that the five larger clients of the agency are all spending more money in advertising this year than last—that it is only the smaller ones who have cut down. Leaders in business have always used a time like the present to invest some of their surplus cash in more sales promotion effort, in analysis of markets to uncover profit possibilities.

The big company knows that the consumer is permanently enthroned as king, that his potential purchasing power always becomes effective demand when he is told about new ideas for his comfort, better values for his dollar.

It is only the beginner in advertising or the dilettante user of advertising who cuts down when sales come more slowly. The thorough advertiser, who uses it as an integral part of his marketing machinery, realizes the opportunity to profit doubly by increased advertising when the newcomer or the unconvinced hold back.

There is a real stimulus in every period of near adversity, a stimulus which urges the courageous forward at a time when courage is always given a high reward.

Scouting the Consumer

If, as the economic experts think possible, a gold famine occurs and brings on an era of declining prices, the consumer's position as boss of the market will be stronger than ever. Manufacturers will therefore have to pay even closer attention to the public's needs and fashions.

Just now, for example, the world's women are rapidly lengthening their skirts. Dresses are already four inches below the knee. Fabric makers are consequently looking forward to a busier year.

But the effect will not end there. Stockings will not be quite so conspicuous, hence the hosiery makers must look alive. Long dresses are not so easy to fit as short ones, hence the corset, girdle and underwear interests will be affected.

The change in "silhouette" will also possibly cause a change in

the matter of head and foot gear.

The influence of smaller living rooms on furniture-making is well known. Simultaneously the size of city families is dwindling, setting up a call for smaller food packages. The food-can which holds just enough for two persons and retails at a dime promises to have enormous sales. More and more foods are tending toward the tablet form—something that can be quickly prepared and quickly swallowed.

The spread of the automobile has already been felt by the shoe and leather interests, and the wider use of air travel will set up new demands within a very few years.

A new fad is one thing, but a new necessity, born out of changed conditions, may determine the weal or woe of link upon link of whole industries. Scouting staffs may soon become as important to manufacturers as productive and distributive organizations.

The Dentist Takes the Next Step

The resolutions of the First District Dental Society, as reported elsewhere in this issue of *PRINTERS' INK*, should serve as a warning to unscrupulous dentifrice advertisers that the dental profession's resistance to their unethical copy will no longer be passive. Hitherto the dentists have contented themselves with condemning the unethical but for reasons best known to themselves, have refrained from giving definite, aggressive support to the ethical.

The dentists of the country have it in their power to be of great help to those advertisers who have thought enough of their own reputations and their obligations to consumers to keep their claims within reasonable bounds. It is to be hoped that other dental societies will follow the example of the First District Dental Society. Nothing will serve to frighten the unethical dentifrice advertiser quite so much as a realization that not only is he being condemned but also at the same time his competitor's products are being recommended.

Four Tests

which sifted out the copy appeal that produced business at a lower cost . . .

Have You Found Your Biggest Copy Appeal?

There are vast differences in the selling power of copy appeals. Like salesmen, some may sell ten times as much as others. Many a business that might be big remains small because the strongest copy appeal has not been found and put to work. But how can the advertiser find this appeal? By testing, as shown in four examples below.

EXAMPLE 1. Product—a line of cosmetics. Advertisement A, entirely institutional, brought no cash returns direct from advertisement itself. Advertisement B, based on a different plan, brought back 21% of its cost in cash right from advertisement—without sacrificing institutional value or dealer cooperation.

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EXAMPLE 2. Product—a book service. Advertisement No. 8 brought inquiries at \$1.61. Advertisement No. 6 brought them at 65¢ each. And the percentage of sales made from No. 6 inquiries was as high as the No. 8's percentage of sales!

• • •

EXAMPLE 3. Product—an electrical appliance. Advertisement A produced orders at a cost of \$77 each. Advertisement B brought them at \$25 each. A change in the appeal made the difference.

• • •

EXAMPLE 4. Product—a correspondence school course. Advertisement No. 1 produced 34% more business than advertisement No. 2. The advertisements were tested in the same publication, the layout and the copy matter were the same. The difference was due to a *positive* headline in one case and a *negative* headline in the other!

If you are not sure you have found YOUR strongest copy appeal, employ an agency able to help you find it. Such ability is not available to everyone. Copy ability of the kind we mean may only be secured by choosing an agency which has it—an agency with years of experience in handling accounts whose advertising results are carded and recorded.

SCHWAB and BEATTY, INC.

THE TESTED-COPY PLAN in Advertising

151 WEST 40TH STREET • NEW YORK CITY

MEMBER AAAAA

Advertising Club News

Suggests "Short-Order" for "Hand-to-Mouth" Buying

Touching on the subject of "hand-to-mouth" buying, Homer J. Buckley, president of Buckley, Dement & Company, Chicago, declared before the Advertising Club of New York last week that the term was unfortunate in that it seems to imply that the present buying trend of retailers is a temporary thing. It is a permanent phase of buying, he declared, to which advertising and salesmen will have to be adjusted. As a substitute for "hand-to-mouth buying" he suggested the term, "short-order" buying as having a more accurate connotation. Mr. Buckley was speaking before a meeting held under the auspices of the direct mail group of the club, which was presided over by Jack C. Creaver, chairman of the group.

Mr. Buckley also told how he recently has asked several sales executives the question, "When is a customer a customer?" The substance of their replies was "When he is regularly on a company's books." Yet, following a suggestion made by him, Mr. Buckley stated that a check-up of how many of their products these "regular" customers bought revealed to these sales executives that in few instances did they patronize several departments or products. "A customer is a customer," Mr. Buckley offered as an answer to his own question, "when he patronizes at least half of the products a company sells." Mr. Buckley brought his talk to a close with a paraphrase of a slogan Marshall Field once offered his employees: "Never knock a competitor. You may be working for him some day."

Poor Richard Players Elect

The Poor Richard Players of the Poor Richard Club of Philadelphia have elected the following officers: President, Thomas J. Young; vice-president, James Stinson; secretary, Charles Kamsler, and treasurer, William Ingersoll. Directors elected include George Loane, Robert Smith, James Segl and James T. Cassidy, Jr.

Direct Mail Association Offers Prize for Emblem

The Direct Mail Advertising Association is offering a prize for a design for an emblem for the association. The competition is open to all except members of the board of governors of the association or their employees.

J. H. Coon Elected by Baltimore Club

John Henry Coon was elected chairman of the sales managers' departmental of the Advertising Club of Baltimore at its annual election held recently. H. C. Kroneberger was elected vice-chairman and Clifford Sifton, secretary.

Detroit Club Issues Survey Report

The research committee of the Detroit Adcraft Club, following its completion of a survey of Detroit, has published a sixty-six page marketing report. The report includes a compilation of existing Detroit data, graphs, figures and maps and, in addition, presents a breakdown of this information into unit zones.

The personnel of the research committee included three directors of research of national advertising agencies, the director of statistics of the Detroit Board of Education, a representative of the Bureau of Foreign and Domestic Commerce, a professor of marketing and seven directors representing a wide variety of interests. Financing of this preliminary survey was achieved by voluntary subscriptions amounting to \$5,000 collected from a small group of interested parties.

Appoints Committee to Ferret Out Fraudulent Advertisers

The Waterbury, Conn., Advertising Club has appointed a committee of three to work with the Waterbury Chamber of Commerce in checking up on fraudulent advertisers. This action was taken following a talk before the club by John H. Clyne, of New Haven, past chairman of the New England District of the Advertising Federation of America. Appeal to the National Better Business Bureau in cases of suspected fraudulent advertising was recommended by Mr. Clyne.

To Test Consumer Opinion of Comparative Price Advertising

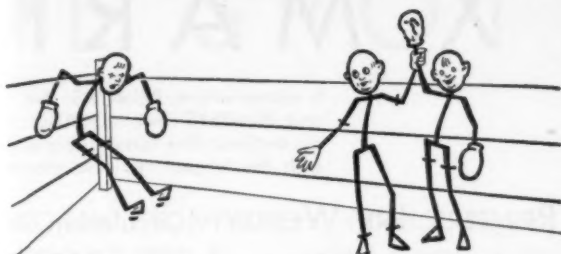
The Better Business Bureau of Louisville, Ky., has sent out a questionnaire to consumers in the Louisville and surrounding markets in order to make a survey of consumer opinion and reaction to retail comparative price advertising. A report on the results of the survey will be issued later by the Bureau.

W. J. Feddery Heads The t. f. Club of Cleveland

W. J. Feddery, *Hardware Age*, has been elected president of The t. f. Club of Cleveland. M. W. Perinier, of the McGraw-Hill Publishing Company, is vice-president, William P. Winsor, of the Chemical Catalog Company, Inc., secretary, and Frank Enright, of *Industrial Power*, treasurer.

New Haven Club Plans Annual Dinner

The New Haven, Conn., Advertising Club will hold its annual souvenir dinner on March 10, at the Hotel Taft. Harry B. Kennedy is general chairman.



Mr. Biggs

STERLING Mr. LITTLE

In *Printers' Ink* of January 16th Mr. George Biggs says: "Contests don't stir prickles on the 1930 Salesman's spine."

In *Printers' Ink* of January 30th Mr. Arthur H. Little says: "To make salesmen happy, give them a fight."

and to friend Little we hand the decision of victory. We believe we are well qualified to agree with Mr. Little, for during the past eleven years we have played a very important part in hundreds of sales contests. Our organization furnishes merchandise prizes (a selection of over 3,000 items) for these very important events. We've not only seen salesmen get enthusiastic about the beautiful wrist watches they won while making 180% of their quota, but we've read letters from salesmen's wives (the powers behind the throne) brimful of enthusiastic thanks for the lovely chests of silver Friend Hubby won for her in Blank and Co's contest.

To All Those Interested in Sales Contests

(whether you believe in cash, a pair of garters or a grandfather's clock for prizes) just write us a note and we will gladly send to you, without any obligation, details of successful contests we have participated in for many of the largest selling organizations in the United States. And, if you so desire, we'll gladly have one of our representatives call and show you the outstanding successful sales contests of 1929.

STERLING SALES PROMOTION SERVICE

Established 1919

6 East Fifth Street

Dayton, Ohio

X MARKS

It shows where PRINTERS' INK WEEKLY and PRINTERS' INK MONTHLY stand on circulation. The latest reports credit us with the largest net paid circulation in the industry.

PRINTERS' INK WEEKLY—Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>January 23, 1930</u>			
Edition Ordered	24,400	24,100	24,000
Actual Run	24,475	24,150	24,000
New Subscriptions Received	170		
Renewal Subscriptions Received (Prior to expiration 373 After expiration 75)	448		
Net Paid Gain	25		
Net Paid Loss	--		
Total Paid-in-Advance Mail Subscriptions	21,110	21,018	20,717
Newstands Sales	2,026	1,848	2,006
(a) American News (net sales)	1,778	1,615	1,745
(b) Direct Out of Town (net sales)	248	233	261
Bound Volume Sales	212	204	196
Office Sales—Current	249	118	51
TOTAL NET PAID	X 23,597	23,188	22,950
Voucher Copies Mailed to Advertisers	437	380	384
Complimentary	---		
Samples	25		
(a) Requested	25		
(b) Unrequested	--		
Duplicate Copies	5		
Employees and Sales Promotion	230		
Total Number of Copies Printed Since January	26,115		
Average Edition from January to Date	24,528	24,236	23,917

X High Water Mark

Signed

Frank H. Miller
Circulation Manager

X High

K SHE SPOT

WEEKLY history . . . and we have the hunch
stand on "HIGH WATER MARK" on our
credit reports is going to become hackneyed
relation in 1930 draws to a close.

REPORT PRINTERS' INK MONTHLY—Circulation Report

ONE YEAR AGO		CURRENT MONTH	SIX MONTHS AGO	ONE YEAR AGO
	of Issue <u>January 1930</u>			
24,000	Ordered	20,400	20,300	20,200
24,000	Run	20,432	20,300	20,200
	Subscriptions Received	1,116		
	and Subscriptions Received	1,733		
	or to expiration 1218 After expiration 515)			
	Paid Gain	108		
	Paid Loss	---		
20,717	Paid-in-Advance Mail Subscriptions	X 17,889	17,116	16,911
2,006	Outside Sales	1,632	1,617	1,706
1,746	(a) American News (net sales)	1,447	1,447	1,506
261	(b) Direct Out of Town (net sales)	185	170	200
196	and Volume Sales	102	76	76
31	and Sales—Current	141	94	71
22,860	TOTAL NET PAID	X 19,264	18,903	18,764
304	Other Copies Mailed to Advertisers	323	306	317
	Complimentary	--		
	plus	71		
	(a) Requested	71		
	(b) Unrequested	--		
	Extra Copies	9		
	Boys and Sales Promotion	274		
	Number of Copies Printed Since January	20,432		
23,917	Page Edition from January to Date	20,432	20,197	20,200

High Water Mark

Signed *Francis H. Tucker*
Circulation Manager



WHAT WOULD YOU SAY WE HAD TO SELL IN PHYSICAL CULTURE?

Here's what I find:

A major appeal on things that make us healthy. Divide this into three sub-divisions.

1. *Health* to WOMAN spells *beauty* for herself. A good deal of Physical Culture is devoted to this phase (think we should have more soap and tooth paste and cold cream advertising.)
2. *Health* to MAN spells *success*—thru vigor to put things over and well set-up looks. (Hair lotions, shaving cream, athletic goods, exercisers.)
3. *Health* for the FAMILY with *children* means *Happiness* and *Prosperity*. (Sun lamps, proper foods). In fact foods with nutrition and balanced-diet angle hit man, woman and child.

This picture I get from studying editorial mail, Institute of Nutrition mail, book sales and other such direct evidence. Here are our heaviest responses—Food Nutrition Appeal—Beauty—and Success.



PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES *Live* BY IT



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Scien
Golde
Theat
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Home
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Amer
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FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	139	93,712
Town & Country (2 issues).....	130	87,717
House & Garden.....	120	75,537
Country Life.....	103	69,048
Nation's Business.....	126	54,159
Arts & Decoration.....	78	52,332
American Home.....	79	49,634
House Beautiful.....	64	40,366
The Sportsman.....	64	40,332
Vanity Fair.....	62	39,024
Cosmopolitan.....	86	36,824
Forbes (2 Jan. issues).....	85	36,551
American.....	81	34,595
Popular Mechanics.....	154	34,384
Normal Instructor.....	43	29,562
Better Homes & Gardens..	66	29,532
Review of Reviews.....	66	28,314
World's Work.....	58	24,818
Popular Science Monthly..	57	24,395
Magazine of Wall Street (2 Jan. issues).....	56	24,167
Radio.....	50	22,204
International Studio.....	32	21,797
True Romances.....	50	21,470
True Detective Mysteries..	47	20,245
Harpers Magazine.....	90	20,132
Physical Culture.....	43	18,418
World Traveler.....	27	18,396
Field & Stream.....	42	18,113
Redbook.....	41	17,485
Motion Picture.....	40	17,221
Forum.....	40	17,044
Atlantic Monthly.....	75	16,874
Dream World.....	39	16,664
Science & Invention.....	35	14,981
Golden Book.....	34	14,745
Theatre.....	22	14,058
Country Club Magazine... 21	13,345	
Home & Field.....	20	12,813
American Boy.....	19	12,750
Motion Picture Classic.... 29	12,303	
Boys' Life.....	16	11,026
True Confessions.....	24	10,500
Radio News.....	23	10,025
Scribner's.....	45	9,994
Outdoor Life & Recreation 22	9,480	
American Golfer.....	15	9,315
Elks Magazine.....	20	9,232
Nomad.....	22	9,030
National Sportsman.....	21	8,798
Film Fun.....	20	8,580
Scientific American.....	19	8,509
Hunting & Fishing.....	20	8,501
American Legion Monthly.. 19	8,303	

THE MISSION of FORBES

FORBES is regarded as the most influential executive adviser in America . . .

It covers the activities of Big Business and reaches business and financial leaders intimately . . . Its editorial mission is to give information and inspiration on management, industry and finance, and it aims to develop better human relations in business. . . .

FORBES is a reliable forecaster of business trends, a swift messenger of sudden development, a sensitive student of subtle change, an aggressive co-operator with organized industry, a sound financial adviser and a harmonizer of men and management.

FORBES

B. C. Forbes, Editor
Walter Drey, Vice-Pres.

120 Fifth Avenue New York



Sifting out the hermits

From the point of view of most advertisers, anyone who does not buy for a whole family may be classified as a hermit.

Hermits read nearly all the magazines. Unfortunately a large part of many advertising dollars is paid to reach hermits.

It is obvious that if you could sift out the hermits and reach only readers with families, the buying expectancy per dollar would be vastly increased.

There is one magazine—and only one—that does this sifting completely, erringly, automatically, for it is read only by mothers and fathers of growing children. It is called "The Parents' Magazine." In their buying expectancy, the parents of growing children are at the opposite end of the scale from the hermits. It is certain that they must do a lot of buying for their children and their homes that the hermits never think of. Food, furnishings, laundering—the incidentals to the hermit—are vital problems to parents of young growing families.

An investigation conducted by The Business Bourse, New York, shows that only 43% of the readers of general women's magazines have children under nineteen years of age. From the point of view of buying expectancy, 57% of the readers of these magazines may be classed as hermits of varying degree.

The PARENTS' MAGAZINE

EARLE R. MacAUSLAND
ADVERTISING DIRECTOR

255 Fourth Avenue New York

	Pages	Lines
Screenland	19	8,223
Sunset	18	7,793
Picture Play.....	18	7,579
Asia	17	7,524
Nature Magazine	18	7,438
American Mercury	33	7,350
The Mentor.....	17	7,219
Extension Magazine.....	10	7,197
Open Road for Boys.....	15	6,604
Association Men	16	6,512
Munsey Combination.....	27	6,104
Forest & Stream.....	14	5,832
Newstand Group	24	5,435
American Motorist.....	12	4,860
The Scholastic (2 Jan. is.) ..	10	4,318
The Rotarian	10	4,290
National Republic	9	3,970
American Forests & Forest Life	9	3,738
Current History.....	16	3,620
Bookman	14	3,178
St. Nicholas	6	2,360
Street & Smith Combination	10	2,184
Blue Book.....	5	1,081

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	149	94,018
Ladies' Home Journal.....	138	93,887
Good Housekeeping	177	76,060
Woman's Home Companion	107	72,506
Harper's Bazaar	105	70,615
McCall's	84	57,208
Pictorial Review.....	71	48,098
True Story.....	92	39,332
Delineator	56	37,963
Holland's	39	29,239
Photoplay	59	25,229
Farmer's Wife.....	34	23,074
Modern Priscilla.....	31	21,052
Household Magazine.....	30	20,072
Woman's World.....	26	17,448
People's Popular Monthly..	23	15,929
Smart Set.....	33	14,108
The Parents' Magazine....	29	12,626
Needlecraft	17	11,392
American Girl	15	6,374
Child Life	11	4,850
Junior Home Magazine....	7	4,791
Fashionable Dress & Travel Magazine	5	3,002
Messenger of Sacred Heart	12	2,723
John Martin's Book, The Child's Magazine	6	2,408

CANADIAN MAGAZINES

(January Issues)

	Pages	Lines
Mayfair	69	43,298
Can. Homes & Gardens....	55	34,885
MacLean's (2 issues).....	32	22,490

TYPOGRAPHY THAT SETS UP AN IDEAL



BOSTON

The Berkeley Press
The Wood Clarke Press

CHICAGO

Arkin Advertisers Service
Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.

DENVER

Hirschfeld Press

DETROIT

George Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies' Service Co.
Advertising-Craftsmen, Inc. (A-C)
Advertising-Typographers, Inc.
The Advertype Co., Inc.
E. M. Diamant
Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House
Montague Lee Co., Inc.
Frederic Nelson Phillips, Inc.
Royal Typographers, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co. of N. Y., Inc.
Kurt H. Volk, Inc.
Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.
Willens, Inc.

PITTSBURGH

Keystone Composition Co.
Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

Fine Typography Implies What Words Cannot Explain . . .

Quality baffles direct expression. Like charm in a woman, soul in a musician, style in a suit or aroma in a cigar, quality in a product is intangible and indescribable. But—the appearance of every advertisement may instantly suggest quality, good form, refinement, fashion, art, harmony, grace, culture. Fine typography makes the casual purchase attain the desirability of a coveted possession. Let A. T. A. help with your problems of typographic presentation.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters — 461 Eighth Avenue, New York

	Pages	Lines
Canadian Home Journal...	28	19,445
Western Home Monthly...	25	17,347
The Chatelaine	16	10,901
Rod & Gun in Canada.....	21	8,900

JANUARY WEEKLIES

January 1-6	Pages	Lines
Saturday Evening Post..	95	64,845
New Yorker.....	49	20,979
Time	45	19,170
American Weekly.....	9	16,992
Literary Digest.....	29	13,360
Collier's	16	10,561
Liberty	12	5,148
Business Week	10	4,290
Life	7	2,902
Christian Herald.....	4	2,892
Judge	6	2,504
The Nation.....	4	1,500
Churchman	4	1,479
Outlook	3	1,141
New Republic.....	2	825

January 7-13	Pages	Lines
Saturday Evening Post..	96	65,573
New Yorker.....	48	20,764
Time	47	20,368
Collier's	24	16,039
Literary Digest.....	34	15,704
American Weekly.....	7	12,809
Liberty	19	8,043
Business Week.....	15	6,649
Life	9	3,791
Christian Herald.....	5	3,322
The Nation.....	6	2,200
Judge	5	2,067
Outlook	3	1,303
Churchman	2	1,047
New Republic.....	2	1,038

January 14-20	Pages	Lines
Saturday Evening Post..	78	52,970
New Yorker.....	50	21,422
Collier's	28	19,306
American Weekly	10	19,240
Time	39	16,752
Literary Digest.....	26	12,066
Liberty	25	10,602
Business Week	17	7,293
Christian Herald.....	5	3,380
Life	8	3,373
The Nation	7	2,600
Churchman	6	2,484
Judge	5	2,035
Outlook	4	1,844
New Republic.....	4	1,691

January 21-27	Pages	Lines
Saturday Evening Post..	87	59,150
Time	54	23,309
New Yorker.....	51	21,724
Collier's	30	20,446
American Weekly	8	16,009
Literary Digest.....	27	12,113

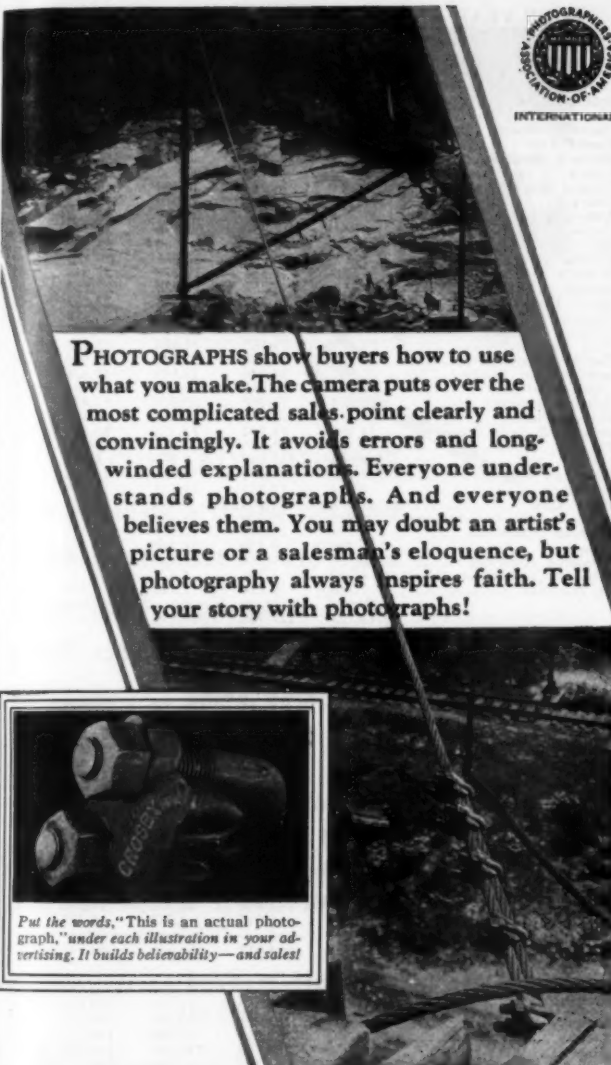
	Pages	Lines
Liberty	24	10,119
Business Week.....	18	7,579
Christian Herald.....	6	3,931
Judge	7	3,199
The Nation.....	7	2,700
Life	6	2,410
Churchman	5	1,959
Outlook	4	1,576
New Republic.....	3	1,473

January 28-31	Pages	Lines
Business Week.....	12	5,148
The Nation.....	8	3,000
New Republic.....	6	2,719
Life	6	2,625
Outlook	2	888

Totals for January	Pages	Lines
Saturday Evening Post..	356	242,538
New Yorker.....	198	84,889
Time	185	79,599
Collier's	98	66,352
American Weekly	34	65,050
Literary Digest.....	116	53,243
Liberty	80	33,912
Business Week	72	30,959
Life	36	15,101
Christian Herald.....	20	13,525
The Nation.....	32	12,000
Judge	23	9,805
New Republic.....	17	7,746
Churchman	17	6,969
Outlook	16	6,752

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues).....	149	94,018
2. Ladies' Home Journal..	139	93,887
3. The Spur (2 issues)...	139	93,712
4. Town & Country (2 is.)	130	87,717
5. Good Housekeeping....	177	76,060
6. House & Garden.....	120	75,537
7. Woman's Home Comp....	107	72,506
8. Harper's Bazaar.....	105	70,615
9. Country Life.....	103	69,048
10. McCall's	84	57,208
11. Nation's Business.....	126	54,159
12. Arts & Decoration....	78	52,332
13. American Home.....	79	49,634
14. Pictorial Review.....	71	48,098
15. Mayfair (Jan.).....	69	43,298
16. House Beautiful.....	64	40,366
17. The Sportsman.....	64	40,332
18. True Story.....	92	39,332
19. Vanity Fair.....	62	39,024
20. Delineator	56	37,963
21. Cosmopolitan	86	36,824
22. Forbes (2 Jan. is.)...	85	36,551
23. Can. Ho. & Gar. (Jan.)	55	34,885
24. American	81	34,595
25. Popular Mechanics....	154	34,384



PHOTOGRAPHS show buyers how to use what you make. The camera puts over the most complicated sales point clearly and convincingly. It avoids errors and long-winded explanations. Everyone understands photographs. And everyone believes them. You may doubt an artist's picture or a salesman's eloquence, but photography always inspires faith. Tell your story with photographs!



Put the words, "This is an actual photograph," under each illustration in your advertising. It builds believability—and sales!

PHOTOGRAPHS
TELL THE *TRUTH*

Lines
10,119
7,579
3,931
3,199
2,700
2,410
1,959
1,576
1,473
Lines
5,148
3,000
2,719
2,625
888

Lines
242,538
84,889
79,599
66,352
65,050
53,243
33,912
30,959
15,101
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Lines
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93,712
87,717
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52,332
49,634
48,098
43,298
40,366
40,332
39,332
39,024
37,963
36,824
36,551
34,885
34,595
34,384

FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

	1930 Lines	1929 Lines	1928 Lines	1927 Lines	Total Lines
House & Garden.....	75,537	89,020	84,562	88,355	337,474
Town & Country (2 issues)...	87,717	80,011	78,098	72,106	317,932
Country Life	69,048	73,738	61,801	60,380	264,967
Arts & Decoration.....	52,332	53,550	44,268	52,500	202,650
House Beautiful	40,366	49,750	47,582	60,438	198,136
Vanity Fair	39,024	44,748	48,478	47,692	179,942
Nation's Business	*54,159	*53,662	*32,931	34,195	174,947
Forbes (2 Jan. issues).....	*36,551	45,077	37,860	36,853	156,341
Popular Mechanics	34,384	40,992	39,200	40,292	154,868
American	34,595	34,433	35,010	47,322	151,360
American Home	49,634	46,200	25,104	29,362	150,300
Cosmopolitan	36,824	32,401	32,596	36,346	138,167
MacLean's (2 Jan. issues)...	22,490	30,584	36,000	35,279	124,353
Popular Science Monthly...	24,395	30,579	31,071	30,180	116,225
World's Work	†24,818	†41,352	19,378	22,046	107,594
Review of Reviews.....	†28,314	†35,257	19,936	22,130	105,637
Better Homes & Gardens...	29,532	25,707	25,248	23,252	103,739
Physical Culture	18,418	24,901	23,295	26,838	93,452
Redbook	17,485	22,490	22,317	27,827	90,119
True Romances	21,470	20,382	22,684	23,232	87,768
Harpers Magazine	20,132	21,980	23,548	22,095	87,755
International Studio	21,797	24,836	19,175	19,838	85,646
Field & Stream.....	18,113	22,856	20,347	23,023	84,339
Atlantic Monthly	16,874	19,087	20,808	22,488	79,257
Motion Picture	17,221	18,796	15,899	14,418	66,334
Science & Invention.....	14,981	18,701	15,376	13,684	62,742
Theatre	14,058	18,960	14,154	13,430	60,602
Forum	†17,044	†21,387	9,263	8,428	56,122
American Boy	†12,750	14,090	12,920	14,936	54,696
Scribner's	9,994	12,903	14,333	16,705	53,935
Boys' Life	11,026	11,108	12,014	14,562	48,710
Outdoor Life & Recreation...	9,480	10,926	14,130	10,931	45,467
National Sportsman	8,798	12,639	12,317	7,761	41,515
Sunset	7,793	8,159	10,840	11,232	38,024
Scientific American	*8,509	*7,616	*9,261	10,008	35,394
Munsey Combination	6,104	7,392	5,474	5,313	24,283
St. Nicholas	2,360	1,716	3,718	3,718	11,512
	1,014,127	1,127,986	1,000,996	1,049,195	4,192,304

*Smaller Page Size.

†Larger Page Size.

‡Youth's Companion combined with American Boy.

WOMEN'S MAGAZINES

Vogue (2 issues).....	94,018	118,088	121,206	106,663	439,975
Ladies' Home Journal.....	93,887	87,865	89,104	88,455	359,311
Good Housekeeping	76,060	75,977	57,449	62,891	272,377
Woman's Home Companion	72,506	61,586	62,153	62,847	259,092
Harper's Bazaar	70,615	69,334	55,132	53,432	248,513
McCall's	57,208	51,907	47,349	48,379	204,843
Pictorial Review	48,098	47,045	43,606	51,217	189,966
Delicater	37,963	35,567	39,242	38,153	150,925
True Story	39,332	33,116	30,187	28,586	131,221
Photoplay	25,229	23,017	21,842	24,953	95,041
Modern Priscilla	21,052	18,224	21,335	22,440	83,051
Woman's World	17,448	15,893	19,825	21,147	74,313
Household Magazine	*20,072	18,494	13,959	14,559	67,084
People's Popular Monthly...	15,929	17,740	15,770	16,596	66,035
Needlecraft	11,392	14,450	14,450	14,790	55,082
American Girl	6,374	5,715	3,937	5,399	21,425
	707,183	694,018	656,546	660,507	2,718,254

*Smaller Page Size.

WEEKLIES (4 January Issues)

Saturday Evening Post....	242,538	240,886	246,274	†329,151	1,058,840
New Yorker	84,889	82,452	71,755	†83,820	322,916
Literary Digest	53,243	67,875	56,643	†69,837	247,598
Liberty	*33,912	*38,017	74,460	†94,120	240,509
American Weekly	65,050	63,933	†46,263	†45,624	220,870
Collier's	66,352	47,777	35,549	†44,313	193,991
Time	79,599	49,970	†27,115	†30,106	186,790
Life	†15,101	19,508	17,467	19,563	71,639
Christian Herald	13,525	14,025	15,089	†17,890	60,529
Outlook	†6,752	†12,166	7,684	11,248	37,855
	660,961	636,609	598,299	745,672	2,641,541

*Smaller Page Size.

†Five Issues.

Grand Totals

NG

Total
Lines
337,474
317,932
264,967
202,650
198,136
179,942
174,947
156,341
154,868
151,360
150,300
138,167
124,353
116,225
107,594
105,637
103,239
93,452
90,119
87,768
87,755
85,646
84,339
79,257
66,334
62,742
60,602
56,122
54,696
53,935
48,710
45,467
41,515
38,024
35,394
24,283
11,512

4,192,304

439,975
359,311
272,377
259,092
248,513
204,843
189,966
150,923
131,221
95,041
83,081
74,313
67,084
66,033
55,083
21,425

2,718,256

1,058,846
322,916
247,596
240,506
220,870
193,991
186,791
71,631
60,532
37,851

2,641,546

9,552,000



YOUR ADVERTISING
may stimulate a strong demand
in the South, but if your Sales
Department can't make "over-
night" deliveries as the trade
demands . . . some competitor
will reap where you have sown.

*Atlanta is Distribution City to
the rich Southern market. 1929
Prosperity assures big business
in the South for 1930. Will you
get your share?*



**Send for
this Booklet!**

It contains the
fundamental facts about
Atlanta as a location for
your Southern branch.

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
122 Chamber of Commerce Building

ATLANTA

Industrial Headquarters of the South



The Little Schoolmaster's Classroom

FITNESS for employment of the middle-aged is one of the topics of the day. Because middle-age embraces so many individuals, the subject has a broad reader interest for its personal appeal as well as for its economic importance.

The question must come home to many members of the Class as it does to the Schoolmaster. He is familiar with several recent incidents of men who have long served in advertising, men who have reputations for their work. Mergers and other changes have left them without employment and though they long to get back into harness, they are told that their age is against them.

Because of these and similar circumstances, the Class might like to take up for consideration some sidelights presented at a recent meeting of the American Management Association. First there is the question raised by Dr. Eugene Lyman Fisk, medical director of the Life Extension Institute. "Why is a man over forty?" he asks. It is no answer to say "because he was born forty years ago." The atmosphere must be cleared, he insists, of the befogging fallacy of time, as people are not nagged into old age by Father Time, but by ignorance, apathy, accident and ancestors.

More to the point is Dr. Fisk's statement that there is no use in saying that the man over forty-five is not wanted in industrial employment. He is already entrenched there, hard at work and doing good work. If his vitality is waning, this fact makes him more conservative and therefore more dependable.

To any members of the Class who may feel that business is embarking on a common movement to discriminate against those of old age, there is encouragement in the knowledge that these allegations of discrimination are nothing new. Another speaker, Murray W. Latimer, pointed out that in England they date back more than a hundred years and have been

periodically repeated almost ever since.

In the United States, he said, age limits began to be noticed about 1900 and it was declared then that it was becoming increasingly difficult for older men to obtain jobs. There is abundant evidence that a tremendous number must have been successful. The Schoolmaster has only to think of the business leaders whom he has interviewed in recent years who, twenty and even thirty years ago, were just beginning to forge ahead.

* * *

A policy that is news to the Schoolmaster and which should recommend itself for further adoption was described before the personnel conference by a representative of the United States Rubber Company. It is important to advertisers because of its potential influence in helping to uphold purchasing power in a community where a number of incomes have been cut off because of sudden unemployment. This company now pays a dismissal wage to long-time employees whose services are terminated when, due to reorganization, a factory is permanently closed or a process definitely discontinued.

The dismissal wage is paid on the basis of one week's pay for each year of employment to persons with fifteen years of service and to those forty-five years of age with ten years of service. In closing four factories, 502 persons have benefited in amounts varying from \$125 to \$2,000.

Admirable as this policy is, the Schoolmaster has difficulty in believing that those who engineer mergers will put it into practice, to compensate in a small measure those loyal employees whom they engineer out of jobs. For one thing, it might make finders' commissions less attractive.

* * *

For those who like to think they have some conception of the length, breadth and depth of American



The Luhrs Tower, Phoenix, Ariz.

Building Manager selected all materials and equipment

George N. H. Luhrs, Jr., manager of the new Luhrs Tower was active in planning this structure, and selecting the materials and equipment. It is logical that a building manager act in this capacity since he must operate the building at a profit after it has been completed. That's why these experienced building owners and managers are being called to advise on

plans and equipment for new buildings, as well as the remodeling of old buildings. You can sell these men through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A.B.C. 139 NORTH CLARK ST., CHICAGO Member A.B.P.
Eastern Office: 100 East 42nd St., New York City

SMALL ADVERTISERS

cus have first-class advertising service. My experience as Advertising Manager and Agency Man, solving advertising, merchandising, and dealer-development problems, is available to one more advertiser on a reasonable basis.

Address "Q," Box 43, Printers' Ink

SALES PROMOTION MANAGER WANTED

Chain-store organization with forty stores in Middle West wants Sales Promotion Manager to develop sales in its Paint Departments. This will be a traveling job and offers a wonderful future to the man who can make these departments produce.

Give complete qualifications and salary now earning.

Address "B," Box 182, Printers' Ink

Wanted LAY-OUT MAN of marked ability

To work as understudy to one who is master of typographic arrangement of newspaper display — booklets — folders and the general run of work going through a high class printing plant — near Boston. None but those having a natural flare for effective type composition need apply. Must have enough experience, proven by samples, to justify expectation that applicant chosen eventually will grow to equality with his senior associate. Salary and advancement to fit the true value of ability shown.

Address "J," Box 188
Printers' Ink

Available Feb. 17th Account Executive

Now with New York 4-A agency
... familiar with creation of plans and researches ... a prolific and experienced writer
... a good salesman ... able to meet clients on their own ground ... age, 38 ... excellent education ... salary, dependent on size of opportunity, must run into five figures. Willing to leave New York. Address "R," Box 44, Printers' Ink.

business the Schoolmaster submits this little item. The canners, in the person of the National Canners Association, met recently at Chicago for their annual convention. They stayed in session for one solid week and listened, or had an opportunity to listen, to some fifty-odd speeches. Not that there is anything particularly unusual about that, but just notice briefly some of the subjects! For instance, "What Does the Housewife Desire in Canned Pumpkin?"; or "Big Pods and Little Peas"; "Tolerance in Bean Grades," etc., etc.

Funny as they seem to the layman, quite naturally these are serious, down-to-earth subjects to progressive canners—all in the day's business as business is done nowadays.

The next time members of the Class go in to their favorite chain or independent to get canned goods let them remember that "Big Pods and Little Peas" was up for discussion at the last convention and that these canner-people are soon going to know exactly what the wife wants in canned pumpkin!

And lastly, let them remember that the apparently simple products of every other progressive industry involve just as many strange and seemingly funny problems—none of which is too insignificant to be scrutinized in this same thorough manner.

* * *

The Schoolmaster has been watching with great interest the increasing advance of art in American business. Sculptors are being paid large sums to design new kitchen stoves; pocket lighters, pens and pencils are being produced in the highest quality of artistic form and finish, art and design departments are being used to design new hub caps for automobile producers, color experts are called upon to produce office machines in five colors, artists re-design kitchen cabinets. In all forms of industry the advent of style, better finish, more art has served to increase consumer acceptance. America seems to have done what the European nations

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YOU would please me very much if you would challenge my assertion—as related to your own business—that you can invest one dollar in advertising and make it do three dollars' worth of work.

FIRST—in adding value to the service you render. Educated customers get more service out of products they have been taught how to use to their utmost efficiency.

SECOND—in decreasing the cost of your salesmanship. A good salesman's time is too valuable to do any work an advertisement can do. I know salesmen who make more money for themselves and cost their employers less than a third as much as competing houses must pay salesmen to sell unadvertised lines.

THIRD—in creating "good-will." I know that every dollar I ever spent in advertising White Rock Water, Gold Dust Washing Powder, Fairy Soap, Carnation Milk, Certain-teed Roofing, Munsing Underwear, Ingersoll Watches, Cream of Wheat Cereal, Swansdown Cake Flour, Lowe Brothers Paints, Hart Schaffner & Marx Clothing and Florsheim shoes was justified by the increased prestige it gave to the trade-mark.

I do not expect any advertiser to do business with me unless our minds meet on fundamentals. Hence there can be no obligation incurred in a preliminary interview.

• • •

JOHN LEE MAHIN . . . ADVERTISING

41 East 42nd St., N. Y. : : Phone: Murray Hill 8994

新恭賀

To the manufacturer marketing a product in the Far East and in the United States my services as advertising manager would be exceptionally valuable.

At present employed in New York City. Want to make connection where extensive far eastern experience will be useful. Eleven years' experience in this country and abroad. Age 32 and married.

Address

"G," Box 187, Printers' Ink

YOUNG MEN

interested in investing \$10,000 or more (fully secured) and services, may find their opportunity in Editorial or Business Management with one of several Southern newspapers, and may write us in confidence, giving detailed experience and requirements.

Service in the South

HARWELL & BUGGY, Inc.

Newspaper Brokers

Comer Bldg., Birmingham, Ala.

Art Director

Creative artist, his record is one of proved executive capable of taking charge of entire production department.

He has a sound appreciation of merchandising fundamentals.

His experience has been on nationally known accounts with two 4 A's agencies.

He is conversant with the modern art trend as well as the academic and a craftsman in both who is thoroughly appreciative of their influences in his work.

American, gentle, 36, married.

Address "W," Box 47, Printers' Ink.

thought could never be accomplished. It has traded its mass production up to a quality basis. It is giving to workers and producers pride in craftsmanship. An increasing use of art in industry seems to be the natural climax of a century of mechanical invention and industrial progress. It is an interesting and logical development which promises to have an important bearing upon the industrial history of the future.

* * *

Your Schoolmaster gathers that participation in a talkie, especially participation as the hero—or, depending upon the point of view, as the central attraction in a Roman holiday of cameras and Klieg lights—is an experience that an amateur in the art may describe with undiminished gusto to his great-grandchildren.

As a guest, the Schoolmaster saw and heard the talkie film that is being exhibited on the program of the currently transcontinental regional convention of the Frigid-aire Corporation. On the screen appear a number of company officials, including President E. G. Biechler and Sales Manager J. A. Harlan; and these two seem as much at home before the microphones and the cameras as a couple of John Barrymores. But for some of the others, the business seems to have been something of an ordeal.

For example, in one of the factory shots, a department head appears; and he seems to feel about as much at ease as he would feel in a cage of lions. An unseen person whose voice is recorded on the film asks him: "Mr. So-and-so, will you please explain about such-and-such?" And Mr. So-and-so, facing front with a sort of do-or-die look, gulps and says: "I'll—I'll be glad to!" The audi-

ADVERTISING

Practical Copy Writing Layout Analysis
Headlines Display Newspaper Magazine
Direct Mail etc. Courses for merchants
managers or agency work
COMMERCIAL ART SCHOOL IN S. C. and N. C.

Receiver's Sale

People's Home Journal

Rounding out nearly a half a century of service in the small town field. This well known and favorably regarded publication with nearly a million loyal subscribers, located and distributed in every county in the United States offers an unusual opportunity to purchase:

- 1—Name
- 2—Good Will
- 3—Subscription List
- 4—Stencil Machinery Equipment
(Pollard-Alling System)
- 5—Furniture and Fixtures
- 6—Inventories on Hand

at Public Sale to be held on premises, 80 Lafayette Street, New York,
on

Monday, February 24th, at 11 A.M.
Terms of Sale on request and at sale. Subject to prior sale.

M. CASEWELL HEINE, Receiver

ARTISTS

New England Advertising Agency spending over \$15,000 for art work yearly, wants to connect up with capable artists in New York and Boston on free lance basis. No speculative work. Will look over samples in both cities. Address "L," Box 189, Printers' Ink.

FOR HOUSE MAGAZINES

Fiction Stories by Foremost Writers

Articles by Best-Known Authorities
and
Editors' Inquiries Invited

WILLIAM GERARD CHAPMAN

(EST. 1903)

330 So. Wells St., Chicago, Ill.

LOW PRICE PRINTERS

The ANDERSON PRESS
BINGHAMTON NEW YORK

Estimates from New York Office

22 West 21st Street

Telephone WATkins 2855

PRACTICAL Copyman — ORIGINATOR

now with national ad agency will consider change. Trained in modern technique. Can deliver really good copy, dynamic visualization, ads or direct mail. Agency or manufacturer. 30. University education. Invites responsibility. Address "U", Box 46, Printers' Ink.

Advertising Help

Experienced advertising man can handle complete advertising plans for small advertisers on free lance basis. 15 years' experience. Low cost. D. D. A., Room 3114, 51 Madison Ave., New York.

I Want a
POSITION
as **SALES MANAGER**
or **SALES REPRESENTATIVE**

in the Southwest

I have a successful sales record, also banking and manufacturing experience.

Write "Z," Box 190, Printers' Ink.

ence, every man in which has placed himself in Mr. So-and-so's position, chuckles with sympathy.

Your Schoolmaster was interested in the method in which the film was produced. Thanks to technical conditions, it was necessary to shoot some of the footage in Dayton without sound, the "characters" speaking their memorized lines just as if the microphones were listening. Then the film and the men were transported to a sound studio in New York, and there the speakers spoke again, and the sound-track was synchronized with the action.

Incidentally, this particular talkie incorporates an ingenious feature that is highly effective. At the showings in the regional conventions, Sales Manager Harlan, his face illuminated by a baby-spot, stands on the stage at one side, and below the screen.

In one of the scenes appears a factory official, J. E. Houser, manager of the inspection and proving departments. In close-up, Mr. Houser tells the audience of the work of his departments. As he finishes, Mr. Harlan, in person, speaks up, saying: "Thank you, Mr. Houser." From his frame on the screen, Mr. Houser leans forward, looks downward to the spot where Mr. Harlan is standing and says: "You're welcome, Mr. Harlan."

"And," boasts Mr. Harlan when the lights come up, "he never misses that cue!"

In the list published in **PRINTERS' INK** of January 23, of 150 leading magazine advertisers, as issued by the Denney Publishing Company, the expenditure of The Upson Company was included as part of the Certain-teed groups. This expenditure should have been listed separately as The Upson Company has no connection with any other company.



Mailing Lists

Will help you increase sales

Send for FREE catalog giving
counts and prices on classified
names of your best prospective
customers — National, State
and Local — Individuals, Firms,
Institutions, Business Concerns.

99% GUARANTEED
by refund of 5¢

ROSS-Gould Co. 244 N. 3rd St. St. Louis

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"G"

(PRINTING) (SALESMAN)

Printing house engaged in the production of the highest quality of advertising printed matter has opening for salesman of decidedly superior type. This man must possess personality, education, initiative and unusual capacity for hard work. He must be able to meet the officials and heads of the largest financial and industrial corporations on their own level. He must have a clear-cut record of accomplishment behind him. To such a man we are ready to offer a

**Drawing Account of from
\$8,000 to \$20,000**

per year according to his proven earning capacity. In replying state definitely your claims to each of the above qualifications. No application will be considered which does not include a complete chronological record of experience. Applications will be treated in strictest confidence but if you wish to withhold the name of your present employer there is no objection. Address Box "X" 48, Printer's Ink.

WE HAB DE GOODS



we sure do! The Standard Advertising Register — the Red Book — is the goods! Sign up today!

The *Standard Advertising Register* is a thoroughly dependable Service giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no Service so thorough or complete. Write our nearest office.

Quit Guessing - Get the Register ! !

National Register Publishing Company

245 Fifth Ave., New York

7 Water St., Boston

Chamber of Commerce Bldg., Los Angeles

140 So. Dearborn St., Chicago

Russ Bldg., San Francisco

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

MAGAZINE

Wanted to purchase established vocational monthly. Answer with latest issue, circulation statement and rate card. Box 563, Printers' Ink Chicago Office.

DIRECT-MAIL ADVERTISING

Now handling several successful accounts, can service medium-sized advertiser on free-lance basis, 15 years' experience. Reasonable. Box 556, Printers' Ink.

High Grade Monthly Publication or House Organ wanted by well equipped printing plant in central New York. 25 to 100 thousand edition, in 2 or 3 colors—requiring exceptional typography and presswork. Can handle art work, layout and engravings if advisable. Box 559, P. I.

SELL TO BRITAIN

An old established and well financed house with extensive and thoroughly organized wholesale and retail selling staff operating throughout Great Britain will consider taking up the sale of further lines suitable for summer trade. Sole selling rights only. Soft goods or pharmaceuticals cannot be considered. This is excellent opportunity to secure widespread introduction to British market. Address, in first instance, Box 25, c/o Goddard Watts Ltd., Advertising Agents, 3, Ludgate Broadway, E. C. 4.

HELP WANTED

ADVERTISING SOLICITOR wanted for Middle West territory by long established weekly business publication. State salary, experience and references. Box 561, Printers' Ink.

Eastern Advertising Manager wanted by high class trade journal. Nearly 1,000 prospects and but one competitor. Must have experience selling trade journal advertising. No seasons. PO Box 143, Cleveland, Ohio.

SALESMAN: To sell Astrological HOUR GUIDES to large advertisers. Their ad will appear on same. For FREE distribution. Considered the best adv. novelty ever offered. Evangeline Garden, 2088 Mission St., San Francisco.

WANTED—Advertising manager, 25 to 30 years, who has had some experience in sales promotion and sales management. Write fully in strictest confidence, mentioning experience, salary desired, etc. Box 571, Printers' Ink.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO

ACQUAINT THE RIGHT MAN WITH
THE RIGHT JOB

WANTED—Artist-letterer. Capable of making direct mail layouts. Good pay. Howard-Wesson Company, Advertising Counsellors, 44 Portland Street, Worcester, Mass.

VERSATILE ARTIST capable of taking charge of art department for one of Texas largest agencies. Good layouts and ability to produce A-1 work essential. Unusual opportunity and good starting salary for right man. Box 562, Printers' Ink.

ADVERTISING MANAGERS COPY AND LAYOUT MEN

seeking greater opportunities register with us. Executive Service Corp., 100 East 42nd St., N. Y. C. Ashland 6000. (Agency.)

Artist for Outdoor Advertising Work Branch of large national outdoor advertising organization has an opening for an artist who can make designs for outdoor painted copy and create new sales ideas. Opportunity the very best. Surroundings especially pleasant. This is just the place for a good snappy artist. Reply stating age, experience, references and salary expected. Box 558, Printers' Ink.

COPY AND LAYOUT MAN—If you can plan and write good direct-mail and put your ideas into pencil layouts a rare opportunity is open with mid-western printing and offset plant. If "fed up" trying to satisfy high power contact men, here awaits permanent happy connection. Adequate compensation to start. All you are worth when you demonstrate. Send sample layouts. Combe Printing Co., St. Joseph, Missouri.

YOUNG MEN—UNMARRIED

Necessary qualifications—personality, tact, adaptability, tenacity, tireless. A heart like Tunney! A punch like Dempsey! To be developed as assistants to territorial sales managers throughout the country. Our line industrial labor-saving equipment. Compensation, commission, bonus and overriding commission. Real opportunity with national organization. Applications to receive consideration must contain qualifications, references, etc. Markwell Mfg. Co., Inc., 200 Hudson St., New York

POSITIONS WANTED

ARTIST—Excellent picture man. Figure and still life in black and white or full color. Can do rough or finished layouts. Ten years' experience. Salary reasonable. Box 565, Printers' Ink.

ADVERTISING MANAGER

Good executive, good strong copy easy to read, and good artist. Thorough knowledge of printing, engraving and type. Handled space, industrial accounts, and contacting for agency, experience. Age 34 married; Gentle; university education; salary \$3,600. Industrial account in Middle West or South preferred. Box 554, P. I.

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Box 552

NEW ENGLAND—Advertising Representative, 34 years old, 13 years' experience in territory. Desires connection on one or more reputable publications. Write Box 566, Printers' Ink.

ADVERTISING ASSISTANT DESIRES NEW CONNECTION. Two years' experience. Intelligent and willing worker. Co-operative spirit. College graduate. \$30. Box 574, Printers' Ink.

ARTIST WANTS FREE-LANCE WORK from a medium-sized agency; modern layout, design, lettering, illustration, color. Myron X. Jonas, 154 Nassau St., New York City. Beekman 7425.

Young Woman—several years' experience, editorial and advertising production, wishes connection with general publication magazine as executive assistant. College trained. Box 560, P. I. Chicago Office.

COPY WRITING AND MAKE-UP

Young man, 24, seeks position with advertising agency or private company. Experience: 3 years general advertising, 1 year publicity. Box 564, Printers' Ink.

ARTIST—Lettering and layout. 6 years experience in outdoor and publishing. Christian, single, 26. Box 553, Printers' Ink.

PRODUCTION ASSISTANT—Knows how to follow up jobs to bring Results. Thorough knowledge of art, paper, layout, type, engraving, printing and binding. Age 25. Salary secondary. Box 575, Printers' Ink.

COLLEGE GRADUATE

—24 years of age—seeks a connection with a medium-sized advertising agency that offers an opportunity for an active, enthusiastic, personable man. Box 576, Printers' Ink.

Contact—Plans—Copy

See samples of nationally known campaigns I have planned and written. Thorough adv. manager. Unusual agency experience. Sound merchandising and sales promotion background. Box 552, P. I.

ART DIRECTOR

Free-lance artist, seven years' experience fashion, accessories, color, black-white. Work being used several leading magazines. Wishes to become art director, reputable organization or magazine, New York. Never employed, therefore no special training. Box 573, Printers' Ink.

AM A PRACTICAL PHOTO - ENGRAVER

For the last ten years I was connected with one of the largest Publishing Houses as their buyer of Engravings. Would like to connect with an advertising or publishing firm in a like capacity. Also have a thorough knowledge of printing, paper and type. Box 550, P. I.

ADVERTISING SERVICE

I cannot offer you a high-salaried organization to handle your advertising problems, but I can give you the experience of ten years handling national accounts from layout desk to magazine column. Part time. Reasonable charge. Box 557, Printers' Ink.

MY MAN FRIDAY FOR SIX YEARS in managing adv. and sales promotion large corp., promoting nat'l mag., publishing trade journal. Good copy writer, production man, editor. Age 33. Box 577, P. I.

ARTIST—10 years' experience. Good at lettering, layout and figure sketches. Familiar with reproduction. Desires connection with established advertising agency or art service in New York City. Can also make finished drawings in various mediums. Box 567, Printers' Ink.

SALES PROMOTION OR COPY WRITER

Two years' experience in charge Sales Promotion Dept. of large Sales Corporation. Has initiative and can get results. Age 30. Married. Box 551, P. I.

YOUNG MAN—24

Now ass't advertising manager with company doing a \$7,000,000 annual business. Will handle advertising for small concern or accept position as advertising assistant with large firm. Connection must be in Chicago. Box 568, Printers' Ink.

YOUNG MAN, twenty-seven, formerly residing in New York City, now in Los Angeles, desires to represent local concern wishing Western office. Full references supplied. Publishing, literary, or advertising business only. Allow one week for forwarding mail and completing details. Box 570, Printers' Ink.

Young woman wishes an advertising position with future. 25; 2 years college; 2 years in charge Sales Promotion-Advertising Department; 1 year Sales experience actual contact with big executives. At present with Advertising Agency, where started in Production Department to thoroughly learn Agency procedure. Actual contact with every department, including writing copy, research. Box 548, P. I.

SOME MANUFACTURER IN OHIO or surrounding states can profitably use the services of this accomplished, 35-year-old, healthy American, happily married, one child. At present Sales and Advertising Manager specialty concern. Valuable experience and training direct mail, sales promotion, sales correspondence. Perfect references. Protestant. Box 569, Printers' Ink.

EXPORT OR EXPORT ADVERTISING

Brazilian educated in England. Graduated in England civil engineer. Speaks four languages perfectly. Impressive appearance, alert mind, hard worker. Age 31 years, married. Desires to connect with export house or advertising agency in New York. Excellent references. Salary secondary to opportunity offered by position. Box 555, Printers' Ink.

MAN WITH TEN YEARS' EXPERIENCE AS RESEARCH AND MARKETING DIRECTOR OF CORPORATION, DESIRES TO MAKE A CHANGE. Advertising Agency, Corporation, or Publisher will be interested, if seeking a man with initiative executive ability, and pleasing personality coupled with extensive knowledge of advertising and marketing. Understands importance of style in merchandising. Has written a great deal and made many public addresses. Box 549, P. I.

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Keep Them Fighting

When salesmen are properly trained, they can meet and knock out all objections.

Lighted pictures of the right kind make them understand how to take care of themselves in every selling situation.

Fifteen years of experience has highly developed the skill of this organization in making sales ideas plain.

Let us show you how successful companies are using a proven training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides
New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.

APR 4

PRINTERS' INK

Feb. 13, 1930



Build Profit in 1930 in This Key Market

NINETEEN-THIRTY will raise the penalty on indiscriminate selling and advertising effort. Increasing competition and consequent risk of individual overproduction again menace profit. Tactics must change. Selling and advertising must concentrate on markets where sales abound and profit is obtainable.

Tribune Town—Chicago and the Chicago territory—offers special inducement to advertisers faced with the stringent demands of 1930 conditions. Concentrating selling and advertising in this compact area taps tremendous buying power. 12,000,000 people offer a rich market hardly disturbed by general business recession.

Reaching 1,140,000 families in this great market, the Sunday Tribune sells merchandise with sureness and dispatch. 44% of all the families in Tribune Town read the Tribune on Sunday. In the city of Chicago coverage is 76%. In the other 124 trading centers which are key points of population and trade coverage is 50%. In 426 principal tributary towns of 1,000 or more population coverage is 58%.

Ask a Tribune man to give you the details.

Chicago Tribune

WORLD'S GREATEST NEWSPAPER

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